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GOLTV ACQUIRES EXCLUSIVE, ENGLISH-LANGUAGE RIGHTS TO BROADCAST COPA AMERICA LIVE IN ITS ENTIRETY

**FIRST TIME EVER U.S. Viewers will Experience the Unsurpassed Excitement
of One of the Oldest Soccer Cups on the Planet in ENGLISH**

Miami, FL. May, 2007 - Go!TV, the All Soccer Network, where soccer lives 24/7 in the U.S., announced today that it has secured the exclusive English Language broadcast rights to televise the 26 matches of The Copa America LIVE in their entirety.

The exclusive rights to broadcast live in English were acquired from Traffic Sports Marketing, one of the top sports marketing groups in the world and are considered another coup for this pioneer soccer Network who has scored many firsts when it comes to televised soccer. This will be the first and only opportunity for fans to catch the games live in their entirety in English until 2011, as the cup only comes around every 4 years.

"We have always looked to be trail blazers at Go!TV. This is the first time ever that this world class tournament is broadcast live in English and Go!TV is proud to bring this home to the millions of fans in the U.S. who will now have a chance to watch, in their own language, what is considered to be among the three top internationally followed and watched Soccer Cups around the world (preceded only by the World Cup and the UEFA European Championship) and actually the oldest of its kind (initiated in 1916)," said Rodrigo Lombello, COO Go!TV.

Beginning June 26, 2007 and running through July, 16, 2007 Go!TV will be the place to be to catch the action, via live matches and more. The in-depth coverage will not only feature all 26 live matches, but also news and highlights throughout its proprietary and highly followed shows such as American Soccer, which will shadow the U.S. performance, and other premium shows such as Go!TV news that will provide rich in-depth analysis and commentary of what has occurred or is expected to occur on the field of play.

The games to be played at different venues throughout Venezuela, feature play by the following national teams as they vie for the title: The United States, Argentina, Bolivia, Brazil, Colombia, Chile, Ecuador, Mexico, Paraguay, Venezuela, Peru, and Uruguay.

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Live game schedule listed below:

Group A: Venezuela, Bolivia, Uruguay, Peru

6/26 Uruguay vs. Peru – 4:00 pm ET
6/26 Venezuela vs. Bolivia – 8:45 pm ET
6/30 Bolivia vs. Uruguay – 4:00 pm ET
6/30 Venezuela vs. Peru – 6:15 pm ET
7/3 Peru vs. Bolivia – 6:30 pm ET
7/3 Venezuela vs. Uruguay – 8:45 pm ET

Group B: Brasil, Mexico, Chile, Ecuador

6/27 Ecuador vs. Chile – 6:30 pm ET
6/27 Brazil vs. Mexico – 8:45 pm ET
7/1 Brazil vs. Chile – 4:00 pm ET
7/1 Mexico vs. Ecuador – 6:15 pm ET
7/4 Mexico vs. Chile – 6:30 pm ET
7/4 Brazil vs. Ecuador – 8:45 pm ET

Group C: Argentina, Paraguay, United States, Colombia

6/28 Paraguay vs. Colombia – 6:30 pm ET
6/28 Argentina vs. U.S. – 8:45 pm ET
7/2 U.S. vs. Paraguay – 6:30 pm ET
7/2 Argentina vs. Colombia – 8:45 pm ET
7/5 Colombia vs. U.S. – 6:30 pm ET
7/5 Argentina vs. Paraguay – 8:45 pm ET

The quarter finals will be played on 7/7/07 and 7/8/07, semifinals on 7/10/07 and 7/11/07 and the final will occur 7/15/07 with a match-up for third place on 7/14/07 – full times and schedule for these games will be posted online a www.goltv.tv

About Traffic

Traffic Sports Marketing, with its head offices located in São Paulo, Brazil, is one of the tops sports marketing groups in the world and the leader in Latin America. The company holds marketing and broadcasting rights to all the major football tournaments in the Americas, such as Copa America, South-American World Cup Qualifiers, Copa Libertadores, Copa Sudamericana, and certain matches of the CONCACAF World Cup Qualifiers.

About GoITV

GoITV, the All Soccer Network, is where soccer lives in the US 24/7 all 365 days of the year. Delivering more than 1,000 unique matches each year from around the world, GoITV offers the most live soccer with exclusive rights to games for some of the best leagues in the world including Spain, Germany, Colombia, El Salvador, Guatemala, Honduras, and Uruguay. GoITV also offers its viewers superiorly produced proprietary shows including GolPREMIUM, American Soccer Powered by Navy, "Ole, La Liga", Hallo Bundesliga, 45/45, Mexico Lindo y Futbol, GoITV News, Arsenal TV, Liverpool TV and Futbol Mundial; as well as key friendlies and tournaments from around the world.