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GOLTV SALUTES HISPANIC SOCCER GIANTS

THIS HISPANIC HERITAGE MONTH – GOLTV WILL SHOWCASE VIGNETTES OF KEY HISPANICS RESPONSIBLE FOR FUELING THE PASSION FOR THE SPORT

MIAMI, September 12, 2007 – GoITV, the original all Soccer Network, where soccer lives in the US 24/7, will celebrate this year's Hispanic Heritage Month by taking the time to feature key Hispanic figures (on and off the field) that are credited with bringing-up and growing this, The King Sport.

"While Hispanics have always been passionate about soccer, it was not always so for the rest of the U.S. population. Thanks to the contributions of many of those featured in our on air campaign and to GoITV, the sport has grown to such a degree that the average U.S. audience for the last World Cup exceeded 12 million viewers nearly 3 times that of the 2002 World Cup," said Rodrigo Lombello, COO of GoITV.

The campaign which will air on GoITV's airwaves from September 15 through October 15 forms also a larger part of a multi cable network campaign being launched by Comcast entitled "Celebrate our Heritage", which will run cross channel on Spanish language networks as well as on some main market cable networks.

GoITV's vignettes, to be featured, are 30 seconds in length and consist of candid sound bites by important soccer figures who share their passion for the sport as well as what makes them proud to be Hispanic.

Some of the individuals to be featured are Claudio Reyna, captain of the U.S. National Team (World Cup 1994); Sammy Sadovnik, renowned sports announcer; Juan Pablo Angel, #9 Red Bulls; Ricardo Osorio and Pavel Pardo .

There is no denying that these soccer giants, among many others, have helped put soccer on the map and GoITV salutes their efforts.

Hispanic Heritage Month is celebrated annually from September 15 through October 15. It is a time to recognize the country's Hispanics (now estimated at close to 40 million) and their amazing contributions. GoITV celebrates soccer 24 hours a day 7 days a week and this month we also celebrate the passion and those Hispanics that has have helped the sport to thrive.

About GoITV

GoITV, is where soccer lives in the U.S. 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 GoPREMIUM, American Soccer Powered by Navy, "Ole, La Liga", Hallo

Bundesliga, 45/45, Mexico Lindo y Futbol, GoTV News, and Futbol Mundial; as well as key friendlies from around the world and tournaments such as Copa Del Rey, South American World Cup Qualifiers and Central American Champions Cup among others.

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