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GOLTV NETS NEW SERIES FOR WORLD CUP FEATURING EXCLUSIVE INTERVIEWS WITH TOP SOCCER STARS

Soccer Legend Enzo Francescoli Goes One-on-One with the Fútbol Greats of Today & Yesterday Including Lionel Messi, Zinedine Zidane & Diego Forlán

MIAMI - May 26, 2010 -- [GolTV](#), the nation's only independent bilingual channel delivering the most sought-after international fútbol, will telecast a six-episode series, *The Sacred Game*, on June 3 - 4 and 8 - 10 at 9 p.m. ET. The new show features international soccer legend Enzo Francescoli interviewing the top soccer stars of today and the past about the upcoming 2010 FIFA World Cup.

The all-star lineup delivers interviews with players from around the globe, including Lionel Messi, Diego Forlán, Kun Agüero, Zinedine Zidane, Gonzalo Higuaín and Diego Maradona. In each 60-minute episode, Francescoli will go one-on-one with a soccer great to reveal why he became a soccer star, who he idolized in his youth, and how it feels to be recognized as one of the best players on the planet.

"We've brought together an unprecedented group of powerhouse players, young and old, to share their excitement for the world's most popular sporting event and communicate with their fans on a whole new level," said Francescoli, CEO of GolTV. "In addition to 2010 World Cup predictions, we will delve into the emotional side of these men, and give them the opportunity to talk about their transformations into soccer stars and their intense passion for the most beautiful sport in the world."

As the World Cup kicks off on June 11, GolTV will also launch a nightly telecast of *GolTV News: 2010 Report* at 7 p.m. and 10 p.m. ET. At the end of each day of World Cup action, soccer fans can tune into *GolTV News: 2010 Report* for a full hour of news and analysis from GolTV's team of soccer experts. The newscast will also deliver match highlights and daily recap reports directly from South Africa.

Following the close of the 2010 World Cup, GolTV will kickoff of the international soccer seasons with the launch of GolTV HD on Aug. 1, 2010. The new GolTV HD will feature the network's non-stop soccer action, international match coverage and in-depth news show, *GolTV News*, in crystal, clear high-definition. More information and programming schedules are available online at www.goltv.tv.

About GolTV

GolTV delivers live and primetime coverage of the world's highest level of professional soccer. Founded in 2003 and led by Chief Executive Officer and former international fútbol superstar, Enzo Francescoli, GolTV is the country's only independently-owned bilingual soccer network and the first channel conceived and operated by professional athletes. GolTV is the original all-soccer channel with unsurpassed exclusive TV rights, featuring over 6,000 hours of pure soccer action and a diverse mix of soccer programming, including the country's only weeknight soccer news program, *GolTV News*. GolTV is one of the country's most popular networks among Hispanic viewers as well as marketers targeting all U.S. soccer fans. The company recently launched GolTV Móvil, offering to mobile phone subscribers exclusive news, updates, scores and video of their favorite teams, leagues and tournaments on the go. For more information, visit www.goltv.tv.

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