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GOLTV LOOKS TO CONNECT WITH FANS VIA EXPERENTIAL MARKETING

Go!TV to Introduce Interactive Gaming at NCTA

Atlanta, Georgia – April 9, 2006 – Go!TV goes gaming, introducing its first of three interactive games at NCTA as part of an overall multiplatform marketing strategy to be announced later next month at Upfronts.

"In addition to offering the best soccer programming out there" said Eileen Montalvo, Executive Vice President of Marketing for Go!TV, "We always look for innovative ways to connect with consumers and fans. This is why experiential marketing is so important. It creates a lasting impression".

Indeed, providing consumers with brand experience, experiential marketing creates these feel good experiences to drive awareness and create demand.

"With our new initiatives and games, we look to extend the reach we already have by engaging the soccer fan at events (such as the National Soccer Coaches Association of America show as well as the Street Soccer and Kick-it 3V3 youth soccer tournaments) where they congregate. We also look to later extend some of the gaming offerings to our website," stated Montalvo.

Research is clear on this trend and on the value to marketers. According to Jack Morton Research companies spent more than \$170 billion dollars on experiential marketing in a single year. A survey by the same also outlines the following trends.

- Experiential marketing drives purchase and consideration across age, gender and ethnicity
- 70% of consumers say that participating in experiential marketing would increase purchase consideration
- 66% say experiential marketing is extremely influential on brand opinion

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It is obvious, then, that consumers link their purchasing decisions more and more to their experiences. Every one is now doing it from an American Idol vote in to the latest Craze, Deal or no Deal. Consumers are being engaged more than ever before. So what better way for GoITV to connect with the soccer aficionado than to bring some of the programming to life and make it participatory?

The games to be introduced, will be available for trial to NCTA conference participants and the media much the same as they will be used at other venues (mainly sporting/ soccer related events) during all three days of NCTA....allowing participants to test their skills and knowledge and take home prizes.

Following is a brief description of the three games: GoITV Trivia, GoITV Header's Challenge or the Roaming SCREAMING Race.

The GoITV Headers Challenge – Allows players to test their soccer skills by keeping GoITV's icon, the blue soccer balls up in the air as long as they can in this virtual camera-action game

The Roaming SCREAMING Race – Our roaming promo man will be found throughout the convention center. Players enter a virtual stadium and scream GoITV as loud as they can. The player who screams the loudest will find that his soccer player has scored the goal.

GoITV Trivia – A trivia game where participants compete to see who knows how a particular play will end.

About GoITV

Delivering more than 1,500 soccer games each year from around the world, GoITV offers live games from some of the best leagues in the world with exclusive rights to games from Italy, Spain, Brazil, Colombia, Ecuador, El Salvador, Guatemala, Honduras, Bolivia and Uruguay.

GoITV also broadcasts live and live-on-tape games from Europe's UEFA Cup, Copa del Rey and International Friendly Games; the US Open Cup; and the UNCAF Tournament in Central America. Other programming features from GoITV include GoITV NEWS, two daily independent half hour-long wrap-up shows highlighting the latest and most important happenings in the world of soccer and 45/45 a weekly debate show taking a deep look into Latin American soccer.

GoITV is the first and only Television Network broadcasting 100% soccer in the US. GoITV was officially launched in February 2003 and transmits more live soccer than any other network. For more information please visit www.goltv.tv

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