



Angela D'Costa
adprcom@bellsouth.net
T: 305-866-4944
C: 305.491.1047

Go!TV - US Hispanic Viewer Explosion

Pioneer Soccer Only Channel Expected to Continue Unstoppable Ascent in 2006 and Beyond

Miami Florida, January 16, 2006 - In just under three years of unsurpassed cable growth in the US, Go!TV is once again surpassing expectations with a dose of great news to kick-off 2006, when the fan base is expected to grow exponentially with World Cup fever just around the corner.

The Nielsen numbers are in and among the most ardent of soccer fans, Hispanics; the distribution number has increased a whopping 189% in a single year, according to Nielsen's Hispanic Television Index (NHTI) Coverage report.

That is, in less than 3 years, Go!TV has managed to penetrate 31% or 1/3 of all Hispanic Cable/Satellite Households or approximately 2.5 million homes.

"The numbers tell a story and that is recognition! It is plain to see that our investment in Go!TV's quality programming and the love and hard work put towards building a solid channel are paying off. We are pleased to begin the New Year with this great impetus, but expect 2006 to go way beyond this," said Enzo Francescoli, CEO for Go!TV.

In overall distribution, Go!TV is currently in approximately 9 million HH and appeals to a wide variety of fans from a number of backgrounds and nationalities. None withstanding, the Hispanic numbers and the Network's appeal to this audience are becoming a draw for an impressive number of advertisers among these Coca Cola, adidas, Mennen and Western Union to name a few.

Moreover, this trend is expected to hold and intensify with an increase in the fan base due to World Cup 2006 and the expected continued growth of the US Hispanic population including their purchasing power.

- US. Hispanics account for half of the 2.9 million population growth in the US according to the latest data from the Census Bureau. The latest numbers put the Hispanic population at about 41.3 million.
- The buying power has increased over the past 13 years by 215% within this population segment. It is expected to rise another 42% in the next 5 years according to the Selig Center for Economic growth.

-more-

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

GoTV also broadcasts live and live-on-tape games from Europe's UEFA Cup, Copa del Rey and International Friendly Games; World Cup qualifying matches from South America; and the UNCAF Tournament in Central America. Other programming features from GoTV include GoTV NEWS, two daily independent half hour-long wrap-up shows highlighting the latest and most important happenings in the world of soccer and Super Estadio a daily one hour special live from Mexico City.

About GoTV

GoTV is the first and only Television Network broadcasting 100% soccer in the US. GoTV was officially launched in February 2003 and brings the best games from Europe and Latin America as well as complete coverage of soccer from around the world. For more information please visit www.gotv.tv.

###