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IF YOU LOVE SOCCER - GOLTV IS OUT TO GET YOU!!!!

PREMIER SPORTS SOCCER CHANNEL REACHES OUT TO SOCCER AFICIONADOS VIA NATIONAL TUNE IN CAMPAIGN

Miami, Florida – October 30, 2006 – As the demand for televised soccer continues to grow in the US, Go!TV is aiming to capitalize on this trend. The pioneer soccer Network announced today that it will launch an all out national tune in campaign that speaks to the hearts and minds of all soccer aficionados.

The campaign will be all encompassing and include broadcast TV and print media aimed at both English and Spanish speaking audiences, as well as trade ads tailored (advertisers) to those who would like to reach them.

"We at Go!TV are taking a more aggressive stance starting this season and into 2007," said Enzo Francescoli, Founder and CEO for Go!TV. "With our unsurpassed growth in 2006 and the addition of some top leagues, we are now looking to keep up the momentum and will work extra hard to strengthen the brand and expand visibility and reach for the Network and its offerings, in particular among the hardcore fans of this sport."

To be sure, the growth potential for the Network is enormous when one considers that this year the World Cup attracted an estimated 16.9 million viewers and that close to 16 million people currently play the sport in the US. But what is more astounding is the estimated fan base that can be tapped into, which consists of players, former players and fans - currently estimated at 80 million people*.

This is the promise that Go!TV sees and that is now trying to seize by reaching these Fans who will certainly appreciate the quality play, analysis and first rate leagues and soccer shows that Go!TV has to offer - fans for which soccer is no less that their life blood.

And the spots speak directly to this fan and their passion (the following reflects just a portion of the ad copy)....

"Some people can't understand why you would put your job at stake ...how a mere 90 minutes can totally transform you... nor your screams, nor your tears.....

"We do"

"It is what we are made of" (art work places emphasizes DNA concept)...

For full copy and samples of the spots (print and broadcast as well as trade in English and Spanish) please log onto <http://www.goltv.tv/pressroom/tunein>

Sources: World Cup viewer's source: *New York Times*, *Players and Fan Base stats source SGMA and MLS.*

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.goltv.tv.