

NTTC and PathFinder Partner to Grow Broadband and IPTV Content Distribution Initiatives

FOR IMMEDIATE RELEASE

MEMPHIS, TN, December 19, 2008- Content licensing leaders NTTC, National Telco Television Consortium (www.nttc.tv) and PathFinder World Video, (www.pathfinderdigital.net) have announced the next advancement in their strategic partnering initiative. This planned strategy provides new licensing options for niche and ethnic video delivered over broadband and IPTV technologies.

“NTTC has known since our inception that while IPTV would be the catalyst for a new video distribution industry, thinking outside of the traditional television is what would set the stage for the future of consumer entertainment,” said William Shepherd, NTTC CEO. “More than ever consumers want the specific products that suit their needs but with more interactivity and portability. PathFinder compliments our existing member products with a host of specialized programming services for these new media outlets.”

PathFinder World Video General Manager, Roger McGarrahan, said, “The availability of video and audio content in multiple distribution formats allows IPTV and broadband operators to distinguish themselves from competing television service providers.” PathFinder’s master licensing agreement with the NTTC makes forty radio, television and on-demand networks immediately available for licensing to NTTC’s member operators. “NTTC’s growing national membership provides a great opportunity to add PathFinder’s content as an enhancement to traditional channel lineups,” Mr. McGarrahan added.

Both NTTC and PathFinder are marketing these services to meet the needs of rapidly evolving alternative programming distributors. Additionally, the PathFinder solution does not rely upon traditional satellite reception and transport models to provide these value added products to IPTV operators.

About NTTC, National Telco Television Consortium:

NTTC is a member organization that provides a broad product offering that includes nationwide IPTV affiliate distribution licensing for major television providers, broadband affiliation programming rights, as well as a negotiator of new media options for its member systems. NTTC currently serves twenty-two member systems with consultative channel lineup planning and full product licensing launches.

About PathFinder Digital

PathFinder Digital bridges the gap of satellite and terrestrial technologies to bring the two together as one. With satellite and fiber connectivity worldwide coupled with Tier 1 connections into the internet, PathFinder Digital provides a content delivery solution to

fit whatever transport mechanism is required or desired. PathFinder World Video¹ is “The Ethnic Broadcasting Gateway into America” by providing licensed niche television & radio content from around the world for distribution into the US rebroadcast markets.

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