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FiliTV Announces the Completion of the Development of the First Internet-Based Television Broadcasting Network

San Diego, California -- March 18, 2008 -- Broadcasting regular television programming content on the Internet is now within reach for anyone through FiliTV.com, a website that enables individuals and organizations to launch their own TV network on the Internet from anywhere around the globe.

The FiliTV solution lowers the barriers to entry for those who want to offer TV programs similar to ABC, CBS, NBC, CNN, Fox, BBC, and others. Anyone can start a TV network, produce and broadcast their content over the Internet via the FiliTV platform.

"The FiliTV solution is a natural next step advancing us from the current video sharing environment to full-fledged interactive TV broadcasting on the Internet," said founder and president of FiliTV, Zak Zacharia. "The explosive interest in video content we discovered as a result of websites like YouTube.com, Bebo.com, and others is testimony to what people want," added Mr. Zacharia.

FiliTV has developed a unique and innovative user interface (patents applied for) that mimics the living room experience and removes the viewer from a computer interface feeling. Viewers can watch programs on their TV sets, mobile devices or computers, and can select their viewing preference by country and program type, or search by content. The service is free for the viewers unless they want to watch a pay-per-view program.

Advertisers can use the FiliTV network to place interactive TV commercials which will produce better results than traditional non-interactive TV commercials. Broadcasters can sell advertising on their TV stations and also sell pay-per-view programs to generate revenue.

The fees FiliTV collects depend on the account type selected by the broadcaster. FiliTV does not produce content.

FiliTV plans to launch its solution during the second quarter of 2008. IP-based TV set top device manufacturers, mobile device manufacturers, and TV programming distribution and promotion companies are invited to contact FiliTV to explore possible collaboration. For additional information on collaboration and partnerships please contact Mr. Zak Zacharia.

The FiliTV logo and technology used have US patents and trademarks pending. The website, www.FiliTV.com, is currently not open to the public.

ABOUT FiliTV – Founded in early 2007, FiliTV is a privately held California Corporation based in San Diego.

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