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FiliTV Announces the Launch of its Beta Program for the First Internet-Based Interactive Television Broadcasting Network

San Diego, California – May 27, 2008 – FiliTV launched its Beta Program today, accepting a limited number of television stations to start broadcasting on the Internet. Interested parties are invited to sign up at www.FiliTV.com.

“All programs on FiliTV offer two way interactivity with their audience,” said Zak Zacharia, president and founder of FiliTV. “Viewers can experience and interact with a TV program, rather than passively ‘watch’ it.”

The Beta Program is intended to help FiliTV execute a controlled launch of its services before the official launch later this quarter. Unlike www.mogulus.com, FiliTV serves professional TV stations and networks.

FiliTV is an ideal platform for independent film producers, universities and colleges, sports teams, political organizations, consulting and training and individuals. FiliTV charges broadcasters to use its services, and they in turn can generate revenue by charging viewers using Pay-per-View, and by selling interactive advertising on their own channels. .

FiliTV also provides special self-service advertising accounts for anyone who wishes to place advertisements on the FiliTV broadcasting network. Ads may be selected for delivery based on FiliTV viewer search key words and/or delivered on a specific channel or channels.

“The profound success of www.youtube.com, www.mtvu.com, www.myspace.com and similar websites is a clear indication that television on the Internet is imminent. FiliTV provides a very economical solution to establishing a TV station on the Internet for those on a limited budget or for those who want to advance to the latest technology,” said Mr. Zacharia.”

The emergence of devices such as PDA's and cell phones that stream video content and those that display Internet-based TV programs on a TV set such as the www.ZeeVee.com box sold on Amazon is a very promising start,” he added..

FiliTV plans to launch to the public 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.

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

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