



I.TV ANNOUNCES NEW SERVICE FOR COMCAST SUBSCRIBERS AND DEBUT OF WORLD'S FIRST "SHAKABLE" ADVERTISEMENT

PALO ALTO, Calif.-March 25, 2009- i.TV today announced an update to the popular application for the iPhone and iPod touch is now available in the iTunes Store. i.TV 1.4 includes a dedicated tab for Comcast subscribers, the world's first "shakable" advertisement, AT&T U-verse listings and major performance improvements.

"Along with efforts to make i.TV faster and more stable, i.TV 1.4 includes a special menu tab for Comcast subscribers with information about video on-demand offerings," said i.TV CEO, Brad Pelo. "Yes, i.TV is a movie, DVD and TV guide, but it is also a hub where media companies can more directly interact with their customers."

i.TV has also integrated services from companies, like TiVo and Netflix, in order to connect users with their favorite media providers. With the release of i.TV 1.4, i.TV users now have instant access to Comcast video on-demand listings.

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New in i.TV 1.4:

COMCAST VIDEO ON DEMAND TAB: Comcast subscribers now have a dedicated section of i.TV that gives the latest, and in some cases, real-time information about Comcast's video on-demand offerings

AT&T U-VERSE LISTINGS NOW AVAILABLE: AT&T U-Verse now available for all coverage areas.

INTERACTIVE ADS: i.TV introduces the world's first "shakable" ad. This limited release "Shake-down 2 Get Down" campaign from Dockers features Dufon, from the dance expressionist group "Circle of Fire." When you see the ad pop up, just shake your device to make Dufon dance! This is the first of many fun interactive experiences i.TV users will have with our advertising partners.

i.TV IS NOW TWICE AS FAST: i.TV startup time has been cut in half. Users are able to jump between TV and movie listings, as well as dates and times, with near instant data retrieval.

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Pricing & Availability

i.TV is a free download for the iPhone and iPod touch, available exclusively in the US and Canada from the [iTunes Store](#). For more information about i.TV, please visit www.i.tv.

About i.TV

i.TV (pronounced eye-dot-TV) is a TV, movie, and DVD guide for the iPhone and iPod touch that helps people discover, share, and consume media. i.TV users have access to up-to-date, local TV and movie listings, as well as a catalog of over 100,000 DVD titles. i.TV creates an interactive community where users can write reviews, rate their favorite shows, and recommend shows to friends via an e-mail alert. i.TV users are also able to view movie trailers and television previews, purchase movie tickets, rent DVDs, manage their Netflix queue, and remotely record their favorite shows to a TiVo DVR. Founded in April, 2008, i.TV is headquartered in Palo Alto, Calif.

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