



GOLTV



GolTV, the All Soccer Network, is where soccer lives in the U.S. 24/7 all 365 days of the year. Delivering more than 1,000 unique matches each year from around the world, GolTV offers the most live soccer with exclusive rights to matches from some of the best leagues in the world including Spain, Germany, Colombia, Guatemala, and Uruguay. GolTV also offers its viewers superiorly produced proprietary shows including *Gol Premium*, *GolTV News*, *American Soccer*, "Ole, La Liga," *Hallo Bundesliga*, and *Milan Channel*, as well as key friendlies from around the world and elite tournaments such as Copa Del Rey, Coppa Italia, World Cup Qualifiers and Central American Champions Cup among others.

NETWORK PROGRAM FORMAT

Local Avails: 2 one-minute per hour
Times: Varies
Insertion Hours: 24 hours per day

NETWORK INFORMATION

Subscribers: 16 million of which 3.1 million are Hispanics
Source: October 2007 coverage within the Nielsen People Meter Sample

Service Type: Basic, Digital, VOD

Satellite Feed: Live

Launch Date: February 2003

Ownership: Privately Owned

WHY ADVERTISE ON OUR NETWORK

1. GolTV is one of four Spanish Language Cable Networks fully rated by Nielsen, offering its advertisers proof of measurability and performance.
2. GolTV is the first and only 24-hour soccer network in the United States for the U.S. Hispanic market, providing the best in-depth soccer coverage in the country, allowing advertisers to tap into the most popular sports in the world and the number one youth participation sport in the U.S.
3. GolTV is one of the fastest growing independently owned networks with over 100% subscriber growth from year-end 2004 through 2006. The network currently counts 16 million subscribers.
4. GolTV has more soccer broadcasting rights than any other network in the U.S. Hispanic market, with over 1,000 games per year from some of the world's most competitive leagues, including Spain's La Liga, Germany's Bundesliga and Fútbol Profesional Colombiano, in addition elite tournaments such as World Cup Qualifiers, Copa del Rey, Coppa Italia and Central American Champions Cup.
5. GolTV's quality coverage is unmatched in the United States and includes an impressive line-up of first-rate original programming on the Spanish and German leagues, Major League Soccer in the United States and an international newscast with in-depth analysis and exclusive interviews.
6. GolTV provides advertisers with:
 - Branded Entertainment
 - Product/Content Integration
 - Entitlement Opportunities
 - Live Product Mentions
 - On/Off Air Promotions
 - In Game Advertising



RESEARCH

VIEWER TARGETED

Persons: 18-34, 18-49, 21+, 21-34, 25-49, 25-54
Men: 18-24, 18-34, 18-49, 21+, 25-49, 25-54

VIEWER PROFILE

• Male:	69%	<u>Country of Origin:</u>	
• Average Age:	29	• Mexico	49%
• Income of \$50K+:	32%	• Central America	35%
• Average HHI:	\$42.4K	• South America	10%
• Own a Home:	42%	• Spain	5%
• HH with Kids <18:	77%	• Puerto Rico	3%
• Employed:	97%		

Source: NHTI Custom Viewer Profile, GolTV Person 2+, M-Su 7p-1A viewer

VIEWER LIFETSYLE

- 75% of GolTV Cell Phone owners use it for personal reasons
- 96% of GolTV viewers drink soft drinks
- 74% of GolTV viewers drink quencher/activity drinks
- 37% of GolTV Vehicle Owners own 3 or more vehicles
- 67% of viewers whose HH owned or leased any car/truck/SUV
- 28% of GolTV Domestic Travelers, Traveled 3+ nights away in the past 12 month

Source: Simmons NCS/NHSC: Spring 2006; Base A18+

DAYPART VIEWING

Highest dayparts viewed include Monday to Friday 7pm - Midnight and all day Saturday and Sunday for Live matches.

PROGRAMMING

PROGRAMMING GENRES

PROGRAMMING GENRES: Sports: All Soccer, Matches, News, Debates Ethnic: Hispanic

VIEWER TARGETED PROGRAMMING

Adults 18-49: Soccer Matches, Original Programming, GolTV News

Teens & Children: Youth Soccer, Instructional Programming

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

NEW PROGRAMMING

Milan Channel

Milan Channel offers GolTV fans an unrivaled means to chart top rated AC Milan's performance in the UEFA Champions League 2007-2008 (all home and away matches). But that is not all, historic classic matches from previous years and a half hour magazine special that delivers full coverage with exclusive behind the scenes sneak peeks and one-on-one in-depth interviews with some of the top legends in the sport, are also part of this three hours weekly special.

SPECIAL PROGRAMMING

Gol Premium

"*Gol Premium*" presents live and original broadcasts from GolTV's exclusive soccer leagues directly from Europe and Latin America.

Hallo Bundesliga

"*Hallo Bundesliga*" brings GolTV viewers face to face with the German juggernaut and undoubtedly one of the top leagues in the world. No where else will viewers be able to catch the excitement of some of the most aggressive plays on the planet, 34 rounds per season featuring Germany's legendary teams, including Bayern Munich, Hamburg, Schalke 04 and Werder Bremen.

GolTV News

Two daily wrap-ups and one special Sunday edition covering the most important soccer news and events from around the world.

American Soccer

"*American Soccer*" is a lively, hour-long review about what's happening in the sport of soccer in the United States. From the World Cup to youth soccer, "*American Soccer*" covers all levels of the sport with weekly updates from MLS, USL and the US's growing ranks of players starring abroad.

Ole, La Liga

"*Ole, La Liga*" is a weekly program that showcases the best of the Spanish league "The League of Stars." GolTV's soccer authorities will examine the matches, the must-see play action, the stats and exclusive interviews of top players.



LEADING NATIONAL ADVERTISERS

Contact Go!TV directly for this information.

NETWORK CONTACTS

Go!TV, Inc. Headquarters
1666 JFKennedy Cwy., Suite 402
North Bay Village, FL 33141
P: (305) 864 9799
F: (305) 864.7299
marketing@goltv.tv

MARKETING & AD SALES

Deborah Montiel
VP, Marketing
(786) 866-3925
d.montiel@goltv.tv

AFFILIATE SALES

Steve Soule
VP, Affiliate Sales
(203) 968-1905
s.soule@goltv.tv

WEB SITE INFORMATION

Consumer Web site: www.goltv.tv

Affiliate Web site: www.goltv.tv/affiliates

Press Website: http://www.goltv.tv/en_index.php?target=en_pressroom_releases