



FOR IMMEDIATE RELEASE:

GoTV Networks Acquires HOMBRE Division from Hands-On Mobile

Acquisition Extends GoTV's Capabilities and Library of Top-Tier Content Partners

Los Angeles, CA – May 5, 2010 – GoTV Networks, Inc., the industry's largest mobile media network, today announced it has acquired the HOMBRE (Hands-On Mobile Binary Runtime Environment) division of Hands-On Mobile Inc.

Under the terms of the acquisition, GoTV Networks will acquire the library of HOMBRE applications, client and server technologies and patents. In addition, HOMBRE division employees joining GoTV will continue to be located in San Francisco and in a technology lab in San Diego. Hands-On Mobile Inc. will also receive an equity stake in GoTV Networks.

"This acquisition extends our capabilities as we strive to set the standard for mobile content engagement and syndication," says Thomas Ellsworth, CEO of GoTV Networks Inc. "The HOMBRE division of Hands-On Mobile has delivered an exceptional library of products for top-tier brands and media partners including the Oprah Winfrey Network, Sprint, NASCAR, Verizon Wireless and the NFL. We are pleased to add these products and the HOMBRE division team to GoTV."

GoTV Networks will also bring Scott Scherer on-board from the HOMBRE division as SVP of Product Development and Technology. He will continue to manage four key teams; product management, engineering, user experience, and quality assurance.

"This transaction is a strategic move enabling us to focus on our core competencies in gaming and extend key product lines into other areas." Said Addo Barrows, CFO and interim CEO of Hands-On Mobile, "The HOMBRE team did an exceptional job building valuable application products and strong relationships and we wish them the very best."

The acquired multi-platform, high-engagement mobile applications include:

- Oprah Mobile
- NASCAR Sprint Mobile
- Sprint Football Live

- Verizon NFL Draft
- ESPN
- NBA Multimedia
- NHRA
- Astrology Zone and Astrology Zone Premier

About GoTV Networks, Inc.

GoTV Networks enables media owners and brands to deliver compelling, personalized, highly-engaged content experiences through feature-rich smart applications distributed to the widest audience possible. This content is accessed through a broad range of mobile operators, application storefronts and wireless devices including the Apple iPhone Application Store, AT&T, Blackberry Application World, Boost Mobile, Cricket, Google Android Market, Handmark, PocketGear (Handango), Sprint, T-Mobile, Verizon Wireless, and Virgin Mobile. GoTV Networks is headquartered in Los Angeles.

For additional information, please visit www.gotvnetworks.com.

Hands-On Mobile is a trademark of Hands-On Mobile, Inc. GoTV Networks and GoTV are trademarks or registered trademarks of GoTV Networks Inc. All other brands and trademarks are the property of their respective owners. Individual product availability varies by handset model and mobile operator, for additional information on availability for a specific handset, please visit www.gotvnetworks.com.

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