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MoboVivo Inc. announces GlassBOX TV shows for web and mobile

Music, sports and reality TV series added to MoboVivo.com WebStore

(CALGARY) MoboVivo Inc. announced today that it has released several new television shows for web and mobile in partnership with Toronto-based producer, GlassBOX/Bite TV.

"MoboVivo is targeting savvy audiences with the latest gadgets," said MoboVivo founder and CEO, Trevor Doerksen. "GlassBOX's lineup of music, reality TV and urban culture shows are of great quality and make an excellent compliment to our growing content library."

The MoboVivo.com WebStore offers more than 2,000 TV shows for consumer's download, including drama, sports, music, documentaries and health and lifestyle content. In February 2009, MoboVivo was named one of IDC Canada's 10 Canadian Mobile Consumer and Enterprise Solutions to Watch.

GlassBOX's Emmy-award winning Bite TV is four-years-old and has already played a key role in defining a new generation of multi-platform and interactive television services, according to GlassBOX founder and co-CEO, Raja Khanna.

"We take a unique approach to producing high quality shows specifically for the web and mobile," says Khanna. "MoboVivo is a great way for GlassBOX to reach viewers all over the world with our shows, regardless of the type of device they use to watch."

Consumers can select from a wide range of high quality GlassBOX TV shows at Mobovivo.com. One recently added title, *The Wade Belak Show*, is a reality TV series that follows NHL tough guy and former Toronto Maple Leaf, Wade Belak, as he makes the transition to becoming a Florida Panther. Other new Glassbox/Bite TV titles include: *Low Down with Karen Bliss*, *Sound Check*, *Rippin it -N- Lippin it*, and *How it Is*.

"The newly announced Canadian Media Fund (CMF) has made it clear that producers and broadcasters need a real plan to distribute content online and for mobile," says Doerksen. "We're working with partners like GlassBOX TV to help them meet their requirements under the CMF and give consumers new ways to watch TV."

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About MoboVivo Inc. - MoboVivo is a consumer-facing website that distributes television shows internationally to computers, iPods, mobile phones, game platforms, set-top boxes, web sites and social networks. MoboVivo is developing a unified entertainment platform designed to let our customers take TV with them - anytime, anywhere, anyhow. To date, MoboVivo has focused on the 150 million-plus iPod/iPhone market segment, becoming the number one iPhone WebApp in April 2008.

About GlassBOX Television Inc. - GlassBOX Television Inc. is being built to own and operate cross-platform digital broadcast and VOD channels. GlassBOX is run by a couple of veteran Internet guys who are focused on making use of new technologies to engage our audiences and to deliver our channels and content across the globe in innovative ways. GlassBOX operates out of a 17,000 square foot studio near Toronto, Canada, where we produce our own content with emerging artists . . . the up and coming stars (both on and off the screen) of comedy, music and short form entertainment.

For more information:

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