

FOR RELEASE NOVEMBER 10, 2010:

MEN7 SUPER CHANNEL ANNOUNCES OFFICIAL LAUNCH AT TELCOTV 2010

Los Angeles, California
Memphis, Tennessee
Las Vegas, Nevada

MEN7, Digital Direct Networks, and Vivicast Media are announcing the official launch of The MEN7 Channel at the upcoming 9th annual TelcoTV Conference and Expo in Las Vegas, NV. The MEN7 Channel is a network geared toward active men who crave compelling adventure, lifestyle, action, sports, movies, travel, and technology programs. The channel was soft launched in April 2010 and has been presold to cable, IPTV, satellite, over-the-top and mobile systems.

The MEN7 Channel is a next generation linear entertainment network targeting males 18-49. Engaging the male audience with a mix of lifestyle, action and adventure programming, The MEN7 Channel programming lineup includes Bikini Destinations, Wild Side, The Extremists, DNA of Sport and The MEN7 Show.

At TelcoTV 2010, The MEN7 Channel will feature its programming and special guests in Booth #738 Wednesday and Thursday, November 10th-11th, at the Venetian Resort Hotel Casino.

Vivicast Media is spearheading distribution of the channel via Cable, MSO, IPTV, OTT, and mobile platforms. Because of Vivicast's unique position as the leader in outside-the-box distribution, The MEN7 Channel is poised to generate significant growth worldwide in 2011.

"The MEN7 Channel has exploded on the scene with its next generation men's channel," states Stuart Smitherman, President of Vivicast Media. "Many of our customers that see MEN7 have added the channel to their lineup. This channel has been extremely successful for Vivicast Media."

Contact Vivicast Media,LLC for information about channel availability

ABOUT VIVICAST MEDIA

Vivicast Media, LLC has developed a comprehensive strategy to keep pace with changes in consumer viewing patterns. By focusing on both traditional and alternative means of distribution, Vivicast is well positioned to deliver a wide variety of programming to multiple platforms. The company has acquired the broadband and traditional distribution rights to a wide variety of networks ranging from mainstream networks and professional sports and unique lifestyle channels to varied and robust packages of international programming.

www.Vivicast.com

ABOUT THE MEN7 CHANNEL

MEN7 is a next generation linear entertainment network targeting males 18-49. The MEN7 Channel was created by The Bennett Group, a pioneer in the high-definition television production and post-production industry. Its production arm, Bennett Productions has produced high quality programs since 1982 which have been distributed to over 140 countries around the world. Bennett's team of top-rated producers, writers and coordinators have captured action from Bora Bora to Costa Rica, France to the Caribbean, Russia to Thailand and countless other locations.

www.MEN7Channel.com

ABOUT DIGITAL DIRECT NETWORKS

Representing thousands of hours of programming, Digital Direct Networks bridges the gap between content owners and distribution outlets such as cable television, Video-on-Demand, DVD, and mobile phones as well as emerging outlets like ITV and IPTV. For Content Owners, DDN not only creates a one-stop connection to hundreds of media outlets but also provides video encoding and metadata creation, viewership tracking and revenue collection, and the development of new brands and new revenue streams from existing content libraries. For Distribution Outlets, DDN aggregates content, simplifying the content acquisition process and providing a single point-of-contact for thousands of hours of programming.

www.DigitalDirectnet.com

MEDIA CONTACT:

Vivicast Media – Stuart Smitherman, President

(901) 842-5340

stuart@vivicast.com