

For IMMEDIATE RELEASE

**HIAWATHA BROADBAND CHOOSES VIVICAST MEDIA LICENSING FOR
aioTV OVER-THE-TOP PLAY**

CHICAGO/MEMPHIS – June 10, 2011 - Vivicast Media announced today that Minnesota based Hiawatha Broadband Communications has chosen it to license programming for its new broadband OTT video deployment. Through a unique agreement between Vivicast and viewer platform provider aioTV, Hiawatha will expand its distribution capabilities to include multi-screen options as a compliment to its existing cable TV, Internet and telephone business.

The aioTV platform is designed to be a hub of premium television entertainment for portable device like tablets, smartphones, computers, and living room TV. As its name implies, aioTV (All-in-One TV) is a platform that is designed to affordably merge today's multiple viewing technologies with deployment opportunities that utilize Vivicast licensable on-demand, HD and standard definition quality programming.

“Hiawatha Broadband is a progressive company that quickly recognized that their subscribers were already looking at new ways to view their entertainment products,” said Stuart Smitherman, President Vivicast Media. “Our unique partnerships with aioTV and programmers gives Hiawatha an easy to deploy platform for multi-screens that functions in a way that enhances and compliments their existing cable products.”

Dan Pecarina, Vice President for Corporate Development at Hiawatha Broadband added that, “Our choice to deploy the aioTV platform is in part due to its user friendly platform and the way that it gives our multi-screen subscribers a comfortable platform that has the look and feel of watching TV in their home. Combine that with the diverse products that Vivicast makes available and we’ve got a new offering that we know will be a hit.”

Vivicast content licensing is available to cable TV, IPTV, OTT, and broadband providers. The company’s portfolio includes well-known U.S. cable networks but also adds services that include international language channels, extreme sports, films, adventure, scenic and exotic music services as well as 3D. Come and see Vivicast for more information at the NCTA, “The Cable Show” at the McCormick Center, booth #1918 in Chicago, IL, June 14-16.

ABOUT VIVICAST MEDIA

Vivicast Media is leading the way for the changing world of entertainment programming with worldwide Over-The-Top, mobile, CATV and IPTV licensing. Vivicast provides a wide variety of sports, music and general entertainment programming aimed at increasing subscriber bases and revenues. Vivicast Media is a multi-screen and multi-national content licensor that provides licensing both inside and outside of the continental United States.

ABOUT HIAWATHA BROADBAND COMMUNICATIONS, INC.

Created in 1997 as a successor to a not-for-profit education initiative called Luminet, Hiawatha Broadband Communications, Inc., provides Internet, telephone and cable television services to Southeastern Minnesota. The company serves the greater Winona area and St. Charles with hybrid fiber-coaxial networks and Lewiston, Minneiska, Rollingstone, Stockton, Utica and Wabasha with fiber-to-the-home (FTTH) infrastructure. The company just announced plans for six FTTH projects designed to double its size.

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