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VELOCITY Broadcasting Becomes First Global, Private High-Definition Broadcasting Network

*–Global expansion allows VELOCITY Broadcasting clients to deliver a consistent message
to audiences across the world–*

PITTSBURGH, April 1, 2010 — Pittsburgh-based [VELOCITY Broadcasting®](#) is pleased to announce that it has become the first global, private High-Definition broadcasting network. This global expansion now enables VELOCITY broadcast clients to assemble an audience anywhere in the world. VELOCITY can simulcast live to different regions, synchronizing communication across time zones to suit audience requirements and deliver a company's message to key decision-makers all in one night.

"At VELOCITY Broadcasting, we have always offered a powerful medium to deliver consistent and compelling messages to key audiences and decision makers. To now offer this technology on a global level means unlimited reach for our clients," said Philip Elias, president and CEO of VELOCITY Broadcasting. "In a single live broadcast event, our clients can transcend time zones and geography, getting unprecedented access to their high-value audiences worldwide."

VELOCITY's new global offering is the result of a strategic partnership that was recently forged with Global Vision Networks, a renowned provider of satellite-related services around the world. Through this partnership, VELOCITY Broadcasting has expanded its network, engaging high-value, hard-to-reach audiences at more than 200 network sites across six continents. Specifically, VELOCITY's expanded network now offers clients 145 network sites accommodating more than 7,000 guests in North America and another 55 network sites accommodating 3,000 guests worldwide.

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VELOCITY Broadcasting Becomes First Global, Private High-Definition Broadcasting Network (cont.)

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The VELOCITY network consists of a worldwide array of award-winning restaurants, hotels and private clubs, including Morton's the Steakhouse, Maggiano's Little Italy, ClubCorp, and select Starwood Hotels and Resorts and Shangri-La Hotels and Resorts. All are equipped with VELOCITY HD Digital Suites, providing an immersive viewing experience and cinema surround-sound.

VELOCITY's day part model enables broadcast events to be synchronized across time zones, which allows clients to further maximize event attendance, guest experience and budget. VELOCITY's day parts are categorized into breakfast, lunch and dinner. In this way, audiences can be aligned across time zones during a single day part or by mixing and matching day parts, offering synchronized hospitality in different parts of the world. The result is a live broadcast event that delivers a consistent and powerful message to a global audience all at once.

"VELOCITY Broadcasting is continuing to grow and evolve so that we can meet and exceed our client's needs and expectations," added Elias. "Many of the companies we work with are global, and now we're giving them the ability to touch their audiences across the planet in a cost-effective, timely and environmentally sound manner."

About VELOCITY Broadcasting

VELOCITY Broadcasting is the largest global, private High-Definition broadcasting network, and specializes in producing and delivering custom television programming live via satellite to invitation-only audiences at VELOCITY HD Digital Suites located in private clubs, restaurants and hotels in the top 200 markets across the world. Since 2005, VELOCITY has produced powerful HD broadcasts that have reached more than 140,000 key decision-makers with critical information across a wide range of topics while eliminating more than a half a billion pounds of climate-changing gases caused by air travel. For more information, visit www.velocitybroadcasting.com.

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