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VELOCITY Broadcasting Renamed VELOCITY World Media

— Name Change Reflects Company's Evolving Capabilities in Experiential Media and Precision Marketing —

NEW YORK, October 3, 2011 — VELOCITY Broadcasting, the largest global, private experiential television network, is undergoing a name change that more readily defines its strength and capabilities in experiential media and precision marketing. The company will now be known as [VELOCITY World Media](#). VELOCITY will continue to specialize in producing custom experiential television programming live via EchoStar 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.

"Our new name – VELOCITY World Media – represents our leadership position and commitment to continued expansion globally," said Philip Elias, president and CEO of VELOCITY World Media. "VELOCITY World Media goes far beyond old-fashioned media, including one-dimensional Webcasting and video conferencing. We produce experiential and interactive programs in high-definition that deliver a single, highly-targeted message to key decision makers and thought leaders in every corner of the world, simultaneously. In a global economy where time is money, this is a powerful platform."

Leaders in a host of industries —pharmaceutical, health care, financial and technology — partner with VELOCITY to introduce new products, conduct company announcements or roll out cutting-edge technological advances to high-value audiences. These audiences experience VELOCITY broadcasts at dining venues throughout the world – including Morton's The Steakhouse, Maggiano's Little Italy and ClubCorp locations. All of these locations feature VELOCITY HD Digital Suites, the company's state-of-the-art custom screening rooms, which are equipped with 1080i High-Definition screens and 7.2 theater-quality surround sound.

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As an extension of the VELOCITY HD Experience, VELOCITY World Media offers additional solutions with its innovative JetStreamSM platform for connecting with guests who are outside the broadcast areas or are otherwise unable to attend a broadcast event. These include:

- **HD2PCSM:** A platform that allows audiences to access the vivid, High-Definition content of a VELOCITY broadcast on their personal computers via the Internet, live or on-demand. VELOCITY's exclusive MindShare application is also embedded so that viewers can participate in the interactive portion of the program in real time.
- **HD2U:** VELOCITY's live broadcasts are streamed simultaneously to mobile devices including iPhones, iPads, Blackberrys, and Androids which expands the reach to anywhere and anytime.
- **VELOCITY HD Radio:** Live via the Internet, VELOCITY HD Radio is a worldwide audio portal for audiences to listen to a VELOCITY World Media broadcast while they work or travel.

"VELOCITY World Media continues to break down the boundaries of how and where people receive information and share ideas," Elias added.

Providing an additional dimension in audience insight, interactivity and engagement, VELOCITY World Media offers The Mind Over MatterSM Business Intelligence Suite. Powered by an array of audience response tools and technology, this platform enables guests to become part of the broadcast. From multiple locations across the country and around the world, audiences can engage in live interaction with the event hosts, panelists and performers.

"The Mind Over Matter Business Intelligence Suite allows a VELOCITY client to tap directly into the mindset, knowledge base and attitudes of their key audience," Elias continued. "This real-time information mirrors a discussion think tank, and clients come away with invaluable research and data results."

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In addition to producing cutting-edge broadcasts that offer unmatched peer-to-peer impact for a host of the world's top pharmaceutical, financial and technology companies, VELOCITY World Media is changing the way that artists bring their music to the marketplace with FIRST SPIN, a private performance platform.

To learn more about VELOCITY World Media visit, www.VELOCITYWorldMedia.com.

About VELOCITY World Media

VELOCITY World Media, the largest global, private experiential television network, specializes in producing custom High-Definition television programming live via EchoStar 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 300,000 key decision-makers with critical information across a wide range of topics while eliminating more than half of a billion pounds of climate-changing gases caused by air travel. For more information, visit www.VELOCITYWorldMedia.com.

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