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LARRY AIDEM NAMED PRESIDENT & CHIEF EXECUTIVE OFFICER OF RAYV

Former Sundance Channel CEO to lead internet distributor of television & events

Growing partner list includes NBA, DirecTV, Blizzard, Fox Soccer Channel, Shanghai Media Group & AB, Groupe, among others

Los Angeles, CA, September 17, 2009-- Larry Aidem, former CEO of Sundance Channel, has been appointed President & CEO of Los Angeles-based RayV, one of the world's leading providers of turnkey solutions for TV over IP. The announcement of Mr. Aidem's appointment was made by RayV Founder & Executive Chairman, Ron Zuckerman. The Company's formidable list of investors includes the Ofer Group, Israel's largest private holding & investment group; Jim Manzi, former Chairman & CEO of Lotus; Be Free and Gather.com founder Tom Gerace; Cheng Wu, founder of Arrowpoint & Acopia; Accrue; and Accel Partners (London). RayV's impressive list of content partnerships includes the NBA, DirecTV, Blizzard, Fox Soccer Channel, Shanghai Media Group and AB Groupe, among others.

In making the announcement, Mr. Zuckerman, who has over the years, created & sold a number of highly successful companies in the technology space, said, "RayV has enjoyed tremendous growth since its founding in 2006. Nevertheless, we have reached the appropriate moment to appoint a Chief Executive to work collaboratively with RayV's senior management team & Board to develop and implement a game-plan that takes us to the next level. Mr. Zuckerman added, "A big part of RayV's core is its proprietary technology. Nevertheless, we have a deep appreciation for quality content and it was extremely important to me and my fellow Board members that we attract an individual with a both a significant track record of success and extensive ties to, and credibility within, the world of traditional media & entertainment. In Larry Aidem, we believe we have hit the proverbial jackpot."

Aidem remarked, "It was a little over a year ago that Cablevision purchased Sundance Channel, and I have spent much of the time since then advising a short list of digital companies seeking to forge strategic partnerships with established distributors and large content companies. In

January 2009, I had the good fortune to be introduced to Ron Zuckerman & RayV by Goldman Sachs' Joe Ravitch, who had been tracking the Company's progress for a number of years. The opportunity to advise RayV for the past eight months has enabled me to gain a deep knowledge of and appreciation for the business, RayV's gifted management team and its illustrious backers. On the heels of my experience at Sundance-- where I was extremely fortunate to work for some incredibly talented AND decent people, including Robert Redford & the leadership of NBC Universal & CBS-- my #1 considerations were "culture" and "fit". At RayV, beyond hitting the ground running, I feel quite privileged to be surrounded by such a phenomenally talented group of people."

Joshua Sapan, President & CEO of Rainbow Media Holdings, remarked, "Larry Aidem has demonstrated a consistent ability to articulate a vision that resonates from both a creative & business standpoint. We are grateful for the lasting contributions he made to Sundance Channel and, more recently, to Rainbow Media."

Aryeh Bourkoff, Vice Chairman & Joint Global Head of Media & Communications at UBS observed: "The worlds of Wall Street, Silicon Valley & Hollywood are simultaneously remarkably insular and mutually interdependent. Trust & Compromise are essential, but often rare commodities. Over the past few years, I've had the opportunity to work closely with Larry Aidem and believe he is that rare individual with the requisite skill set- long on business savvy & diplomacy, light on self-importance & protocol-- to deftly navigate all 3 worlds and, in the process, create substantial value for his shareholders."

Dan Rosensweig, President & CEO of Guitar Hero, recalled: "Larry Aidem & I first crossed paths when I was at Quadrangle and I was impressed by how much of Sundance Channel's reach had been extended through non-traditional platforms. The fact is that 4 or 5 years ago, when a number of traditional media companies were still in wait-&-see mode, Larry was among the first to forge meaningful digital partnerships between Sundance Channel and YouTube, Yahoo!, iTunes, Second Life & others."

Dr. Lars Buttler, Chairman & CEO of Trion World said: “Larry Aidem was introduced to me by Allen & Co’s Nancy Peretsman for the express purpose of putting Trion’s state-of-the-art broadband gaming technology onto some extremely well-placed radar. His relationships across the content creation spectrum including the television & film production landscapes, as well as the upper echelon of cable programmers, has proven invaluable to our product development initiatives.”

RayV was founded in early 2006 by the team that revolutionized Telecommunications with the invention of Voice Over IP. RayV is a global leader in providing turnkey solutions for TV over IP. As the preferred partner of leading TV networks and operators, RayV has successfully deployed hundreds of channels worldwide and is serving a rapidly growing audience of viewers experiencing high quality TV over the Internet. RayV Productions specializes in extremely low-cost, hi def production of unscripted content. RayV takes pride in working closely with its partners and to develop a comprehensive understanding the challenges they face in today’s ever-changing environment of content delivery. Among the top tier content providers and distributors with whom RayV has collaborated are the NBA, Blizzard, DirecTV, Fox Soccer, Shanghai Media Group and AB Groupe, among others.

CONTACTS

Victoria Mejia
RayV (Los Angeles)
323-860-0735
victoria@rayv.com

Geralyn Delaney
RayV (New York)
212-708-1384
geralyn@rayv.com

Adi Gilan
RayV (Tel Aviv)
972-54-220-3144
adi@rayv.com

