



PRESS RELEASE

Expway continues to innovate on software for Mobile TV

Paris, July 17th 2009 - Expway, the global and leading provider of software solutions that makes mobile video and digital TV easy to access and interactive, is taking part with TDF to the live DVB-H experimentation started in the Paris 15th district early July.

"We are pleased to participate to this ultimate user trial managed by TDF over Paris. We clearly hope this will mark a decisive step forward and that it will contribute to the promotion of the broadcast Mobile TV launch in France", said Thierry Sergent, Chief executive Officer, Expway. "Several countries such as Poland and Spain are carefully watching the outcome in France".

Expway is providing its ESG Mobile TV platform, OMA Bcast Edition, allowing among other features access to the content, including the logos and the program guide.

Since its 2006 pioneering launch in Italy while providing its end-to-end Electronic Service Guide to H3G, Expway has actively participated in the deployment of Mobile TV & Video worldwide. Its customer base includes H3G Italia, Vodafone Italia, Telecom Italia, Mobision in Irak, Beeline in Russia, ICO in the US and NTT in Japan among others.

"Expway has unique track record and expertise in DVB-H. The progressive development of DVB-H services across Europe and Asia has naturally lead us to be more innovative and hence to expand our strategy to other market places and technologies, such as ATSC M/H in the US or ISDB-T mm in Japan but also 3G networks" said Nicolas Andrieu, Vice President worldwide Sales. "We hope the business obstacles which made complex the launch of DVB-H in France will be over passed soon. This new experimentation illustrates anyway that the technical challenges are perfectly managed".

About EXPWAY

Expway is the worldwide leader in Mobile TV and Mobile Video Data solutions for broadcast, telecom and satellite networks. Expway solutions allow operators and broadcasters to deliver compelling video services to their audience such as Live and Interactive Mobile TV, Mobile TV Advertisements, Video-on-Demand or Datacasting applications. Expway has established its recognized technological leadership through its ongoing involvement in Mobile DTV standardization and focus on innovation. Expway's solutions offer new opportunities for users to interact and play with their favorite content and discover additional, related information. For more information, please visit <http://www.expway.com>