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## Minerva and Avail Media Drive IPTV Market Growth in North America

*More than 20 operators have installed joint solution for deploying IPTV services*

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**Santa Clara, CA — July 24, 2008** — Minerva Networks and Avail Media today announced that they have already installed a joint solution that greatly simplifies the deployment of IPTV services at 23 North American sites. PorchLight Communications in Colorado Springs, the most recent operator to deploy the Minerva/Avail solution, is offering IPTV services in El Paso and Teller Counties over their state-of-the-art, quad-play FTTH network.

The end-to-end solution, which combines Minerva's iTVManager platform with Avail Media's content distribution services, enables operators to deploy IPTV quickly and cost-effectively by drastically reducing head-end costs and providing access to compelling content delivered over a proven platform.

Avail Media offers a full content lineup of both on-demand and live television programming, featuring hundreds of channels, all quality-encoded in MPEG-4 SD and HD formats, encrypted, and ready for delivery over a broadband network without the need for any head-end processing.

Minerva's iTVManager platform, combined with certified set-top boxes and video servers, enables operators to manage the Avail Media content and offer a complete set of television services, including high-definition television (HDTV), personal video recording (PVR), video-on-demand (VOD), music, games, and communications applications.

"We tried to deploy services with a competing middleware platform," said Corey Smith, CTO of PorchLight Communications. "We switched to Minerva once we realized their best-of-breed service management platform is fully-integrated with the Avail Media content offering."

"Avail Media is pleased that the combination of the Avail Media platform and Minerva middleware application is enabling our customers to have products and services that create a competitive advantage in market," stated Ramu Potarazu, CEO of Avail Media. "We look forward to future developments that will continue to enable our existing affiliates as well as new customers."

"The Avail Media services drastically reduce the barriers to entry for a large number of operators," said Mauro Bonomi, CEO of Minerva Networks. "They have proven to be a great partner for Minerva and we look forward to a growing the number of joint deployments in the coming months."

## **About Minerva Networks**

Minerva Networks is a leading provider of open-platform, carrier-class solutions for the delivery of broadband television services. More than 120 network operators worldwide use Minerva IPTV solutions to deliver next-generation entertainment and communications services. Minerva Networks is headquartered in Santa Clara, CA. For more information, visit [www.minervanetworks.com](http://www.minervanetworks.com).

Media contact:  
Michelle Kwan, Minerva Networks  
408-240-1237  
mkwan@minervanetworks.com

## **About Avail Media, Inc.**

Based in Reston, Virginia, Avail Media is the leader in providing managed content aggregation services through a fully-integrated, head-end infrastructure for the profitable deployment of IP video. Avail Media is the only company today to deliver to its affiliates a combined MPEG-4 linear SD/HD IPTV, HD overlay, and Video On Demand (VOD) solution. The Avail Media solution includes a full content lineup of live television programming with hundreds of channels, all quality-encoded in MPEG-4, IP-encapsulated, encrypted, combined with VOD, and designed for future value-added services. Avail Media possesses an extensive content library, including transport rights from the top national programmers, including ABC-Disney, Turner, NBC Universal, MTV Networks, and Fox Cable Networks, which is complemented by its VOD rights from the major Hollywood movie studios, such as Buena Vista/Disney, DreamWorks, Lionsgate Films, MGM, NBC Universal, New Line Cinema, Paramount, 20th Century Fox, and Warner Bros. Avail Media's system has been designed for use by video providers of multiple types - whether triple-play, quad-play, or pure video play. For more information, please visit [www.availmedia.com](http://www.availmedia.com).

## **About PorchLight Communications**

PorchLight Communications is a Colorado based fiber optic network service provider installing the latest in ultra high-speed convergent communications and television entertainment networks in single family and multi-family residential neighborhoods throughout the greater Colorado Springs metro area, El Paso and Teller Counties.

Taking advantage of the latest in Fiber to The Home (FTTH) technology, PorchLight provides its customers with unparalleled quality, value, and convenience in a bundled "Quad-play" package. Our advanced network infrastructure uses high speed fiber optics to combine telephone (unlimited long distance), cutting edge IPTV television, ultra high-speed internet access, and advanced home security into a single service and single bill. Because all of these services use the same advanced fiber network, PorchLight customers enjoy greater savings compared with individual service subscribers outside of PorchLight communities.

On April 3, 2007, the voters of the City of Colorado Springs approved PorchLight's first video franchise, laying the groundwork for PorchLight's growth and expansion in El Paso County.

For more information about PorchLight Communications and its services, general enquiries may be sent to [info@porchlightcom.com](mailto:info@porchlightcom.com).