



WhereverTV delivers hundreds of international television channels to any standard TV with the introduction of the WhereverTV Receiver

Qingdao, China – July 9, 2008 – WhereverTV, Inc., a pioneer in delivering international television programming available on the Internet directly to TVs, today announced the launch of the WhereverTV Receiver and service at the SINO Consumer Electronics Show.

The WhereverTV Receiver retails for US\$199.99 and the basic service requires no activation or recurring charges. Available starting today at the Company's website (www.wherever.tv) and on Amazon.com, initial orders will ship on Tuesday, July 15, 2008.

Until now, a consumer wishing to watch international television channels available on the Internet could only do so by turning on a PC, browsing to the appropriate website, and watching the individual channel on a computer monitor. WhereverTV has now made that experience a lot more comfortable and convenient.

With the WhereverTV Receiver, anyone can watch hundreds of live international television channels in more than 40 languages from almost 100 countries around the world. Much of this content is otherwise unavailable for viewing on a TV at any price, and it now can be viewed from the comfort of the living room with no service fees or hassles.

Portable and lightweight, the WhereverTV Receiver eliminates the need to "bridge the PC to TV gap" by replacing the PC with a device that is controlled by a remote control. WhereverTV's program guide application, the Global IPG® (Global Interactive Program Guide), manages an unlimited number of Internet video sources in a traditional television viewing experience.

"The WhereverTV Receiver clearly defines a new era for the television viewer," said Mark Cavicchia, WhereverTV Founder and CEO. "We believe WhereverTV will become a great source of entertainment and comfort for millions of immigrants living away from home, businesspeople traveling abroad, or anybody wishing to enjoy a wide variety of television programming from around the world."

How the WhereverTV Receiver Works

At only 5" x 5" x 1" and weighing a mere 6 ounces, the WhereverTV Receiver readily fits into a consumer's existing audio-visual system and can easily be placed in a briefcase or carry-on luggage for viewing anywhere in the world. All that is required a router with broadband internet access and a standard television set.

In just four simple steps, the WhereverTV Receiver is ready for use:

1. Connect the WhereverTV Receiver to your router
2. Connect the WhereverTV Receiver to the TV
3. Plug the WhereverTV power adapter into an electrical outlet
4. Turn on the TV, change TV video source until you see the WhereverTV logo.



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The WhereverTV Receiver is now ready to browse, manage and stream hundreds of international TV channels to the TV in a living room, bedroom, hotel room, whenever – and wherever – the consumer chooses.

What's Inside

The WhereverTV Receiver leverages the power of Neuros Technology's Neuros OSD™, which includes a high-performance digital signal processor from Texas Instruments and Trolltech's Qt cross-platform application framework. Significantly enhancing the consumer's viewing experience is WhereverTV's proprietary Global IPG®, providing the ability to organize, browse and view streaming television from the Internet.

About WhereverTV

WhereverTV, Inc. a pioneer in delivering international television programming available on the Internet directly to TVs. WhereverTV's family of technology and devices include the WhereverTV Receiver, a device that provides consumers with access to a world of television from any living room – or hotel room – in the world, and the Global IPG® – an interactive program guide that integrates a traditional TV viewing experience with the wide variety of programming available on the Internet.

For more information about WhereverTV, visit www.wherever.tv.

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