

WhereverTV Selected by AlwaysOn as an OnMedia Top 100 Winner

Recognized for creating new opportunities in marketing, branding, advertising, and publishing.

PITTSBURGH, PENNSYLVANIA, January 14, 2010 – WhereverTV (<http://india.wherever.tv>), a leading Over the Top television service provider focused on live international programming, has been selected by AlwaysOn as one of the 2010 OnMedia Top 100 winners. Inclusion in the OnMedia 100 signifies leadership amongst its peers and game-changing approaches and technologies that are likely to disrupt existing markets and entrenched players. Pittsburgh-based WhereverTV was specifically selected by the AlwaysOn editorial team and industry experts spanning the globe based on a set of five criteria: innovation, market potential, commercialization, stakeholder value, and media buzz.



WhereverTV's platform was recognized as a game-changing innovation in the Technology Enabler category. The Company offers media companies a one-stop content broadcasting mechanism that seamlessly reaches a number of independent connected TV platforms and devices, including Yahoo and Intel Connected TVs, while providing consumers with a consistent, easy to use, lean-back television viewing experience anywhere in the world.

WhereverTV and all OnMedia Top 100 Companies will be honored at AlwaysOn's OnMedia NYC event on February 1st, 2010, at the Mandarin Oriental Hotel in New York City.

This two-and-a-half-day executive event features CEO presentations and high-level debates on which forces are disrupting user behavior and creating new opportunities in the marketing, branding, advertising, and public relations industries.

"Our view is that we are still moving up a very steep Internet innovation curve, which means the media world will continue to be radicalized," said Tony Perkins, founder and CEO of AlwaysOn. "We congratulate the OnMedia 100 winners for their success in introducing the tools, services, and platforms that continue to disrupt the old ways of Madison Avenue for the benefit of marketers and content consumers alike."

The OnMedia 100 winners were selected from among hundreds of other technology companies nominated by investors, bankers, journalists and industry insiders. The AlwaysOn editorial team conducted a rigorous three-month selection process to finalize the 2010 list.

“It is an honor to be included as part of the 2010 OnMedia 100 and to be recognized as a media innovator and disruptor by such a distinguished panel of judges,” said Mark Cavicchia, WhereverTV’s CEO. “We are well-positioned at the forefront of Internet-based solutions that help global media companies directly reach consumers across the rapidly evolving landscape of disparate connected TV platforms and devices throughout 2010 and beyond.”

A full list of all the OnMedia Top 100 winners can be found on the AlwaysOn website at:

<http://alwayson.goingon.com/permalink/post/34216>.

About AlwaysOn

AlwaysOn is the leading business media brand networking the Global Silicon Valley. AlwaysOn helped ignite the social media revolution in early 2003 when it launched the AlwaysOn network (alwayson.goingon.com). In 2004, it became the first media brand to socially network its online readers and event attendees. AlwaysOn’s preeminent executive event series includes the Summit at Stanford, OnMedia, OnHollywood, OnDC, OnDemand, Venture Summit Silicon Valley, Venture Summit East, GoingGreen, GoingGreen East, and GoingGreen Europe. The AlwaysOn network and live event series empower readers, event participants, sponsors, and advertisers to spearhead the global innovation economy.

About WhereverTV

WhereverTV works with leading media companies and niche broadcasters of live and on-demand Internet video, providing content distribution services to any TV in the world. WhereverTV’s product family includes the Global IPG® - an interactive program guide with more than 1,400 live and on-demand television channels from 80 countries that integrates a traditional lean-back TV viewing experience with the wide variety of programming available on the Internet, the WhereverTV Yahoo! TV Widget; and the WhereverTV Receiver, an award-winning device that provides consumers with access to a world of television from any living room - or hotel room - in the world.

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