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FOR IMMEDIATE RELEASE

enableTV announces release of InterActive TV Application Center

Pioneering firm in Interactive TV Applications continues to innovate with release of product that combines demonstration and testing of interactive applications. The solution fully simulates application deployment and provides for test automation of applications down to multiple set top boxes for the programmer, operator and creative community.

Boulder, Colorado, August 10, 2010 - enableTV, Inc., a US based company focused on interactive television technology and professional services solutions to network operators, consumer electronics manufacturers and content providers today announced its fully integrated solution providing a robust interactive application delivery and test system. This desktop system allows programmers, operators and content creators to demonstrate applications on multiple set top boxes for the interactive application marketplace without the costly expense of a headend. The solution suite combines hardware and software pioneered by enableTV and leverages its new reseller relationship with S3 Group.

“The innovations resulting from the combination of our DV-TIDE™, coupled with S3 Group’s StormTest™ Developer Station, allow operators, programmers and creatives in both the advertising and content space to fully demonstrate, test and view applications down to the TV screen,” said Tim Wahlers, President, enableTV. “We are proud to premiere this innovative offering at the CableLabs® 2010 Summer Conference in Keystone, CO.”

“We are pleased to be working with enableTV to bring our StormTest industry leading test automation technology to the application development community in North America. We believe that the InterActive TV Application Center provides everything that an application developer needs to develop, test and demonstrate compelling new applications to their customers,” said Philip Brennan, VP TV Technology, S3 Group.

About S3 Group StormTest Developer Station is a product of S3 Group, a multinational technology company that provides products, services, and solutions to the Digital TV industry. StormTest is a proven automatic Set-Top Box (STB) test and analysis system deployed to customers around the world. For more information contact:

S3 Group

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About enableTV, Inc.

enableTV, Inc. (www.enabletv.com) delivers interactive television technology and professional services solutions to network operators, consumer electronics manufacturers and content providers to accelerate the time to deployment. For more information contact:

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DV-TIDE™ is a trademark of enableTV. StormTest™ is a trademark of S3 Group.
CableLabs is a trademark of Cable Television Laboratories, Inc.

A product or technology demonstration at a CableLabs event does not represent a CableLabs endorsement of that product or technology.