



Transit TV Continues to Penetrate the Hispanic-American Market Through Key Transactions

American Latino Added to Programming Mix; ESPN Deportes Signs Advertising Deal

LOS ANGELES, CA (June 1, 2006) - Transit TV, the largest transit broadcast network across North America, announced today further deals with Hispanic focused outlets including, American Latino TV and ESPN Deportes.

With Hispanic-Americans comprising more than half of Transit TV's audience, the company continues to add appropriate, quality programming to entertain its viewers. The addition of AIM Tell-A-Vision Group's award winning American Latino TV comes on the heels of Transit TV's recent pact with La Opinión announced last month.

"American Latino has been celebrating the growing American Latino movement all over the United States for five years and is a perfect fit with Transit TV's audience," said Robert G. Rose, CEO of AIM TV and Executive Producer of the series. American Latino will play across Transit TV's network of more than 8,000 LCD television screens on 3,500 transit vehicles in Los Angeles, Chicago, Atlanta, Orlando, Milwaukee and Norfolk.

With advertisers targeting the Hispanic American market, estimated to reach \$1.2 trillion by 2010 according to the Santiago Solutions Group, Transit TV is well positioned. "Advertisers have increasingly become cognizant to the purchasing power of the Hispanic community in America," adds Gerry Noble, CEO of Transit TV. "With that in mind, Transit TV has established itself as a strong player in the Hispanic-American market and offers advertisers a unique and innovative platform in reaching such a captive audience."

In addition, Transit TV also signed a deal with ESPN Deportes, ESPN's 24-hour Spanish-language sports network that serves the needs of Hispanic sports fans in the United States. As part of the agreement, ESPN Deportes ran 15 and 30-second commercials promoting their coverage of UEFA Champions League final across Transit TV's in the Los Angeles area, generating nearly 7 million impressions.