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**MindShare Technology Enables VELOCITY Broadcasting
to Create Interactive High-Definition Television Experience**
– Live Polling and Q&A Generate Invaluable Insight for Broadcast Clients –

PITTSBURGH, September 22, 2009 — Pittsburgh-based [VELOCITY Broadcasting®](http://www.veLOCITYbroadcasting.com), the largest private High-Definition broadcasting network in North America, offers a window into the mind of viewers with **MindShare**, a dynamic combination of instant viewer-response polling and live Q&A. MindShare empowers a nationwide audience to react and respond, and to alter the trajectory of VELOCITY programming. And in the end, VELOCITY broadcast clients are able to tap into real world insight, in real time, on a nationwide or global basis.

"As a vital aspect of experiential private television, MindShare brings the subject matter into focus by empowering viewers to elicit information and share expertise, essentially immersing them in the content of the broadcast," said Philip Elias, president and CEO of VELOCITY Broadcasting. "The opportunity to interact live with unique programming is a powerful experience for viewers. But for VELOCITY broadcast clients, MindShare provides a launch pad for achieving higher levels of participation and commitment, increased productivity, and unprecedented ROI."

VELOCITY broadcasts live, invitation-only HD programming to nationwide audiences within the immersive viewing environment of VELOCITY HD Digital Suites at select Morton's The Steakhouse, Maggiano's Little Italy, and ClubCorp locations. Each suite is a screening room equipped with 1080i digital HD projection systems, nine-foot 16:9 screens and 11 high-fidelity speakers featuring 7.2 theater-quality surround sound.

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The deepest dimension of VELOCITY interactivity is the Viewer Response System (VRS), presenting the opportunity to tap into the collective mindset of viewers – accessing their thoughts and insight. A global audience can be polled and the results immediately tabulated and presented graphically on screen or compiled for subsequent analysis. VRS is a dynamic blend of qualitative and quantitative data, providing viewers with the ability to answer questions with one touch of a VELOCITY key pad or directly from their smart phone.

TeleConnect provides viewers with the power to ask questions and offer insights live on the air. Questions may be submitted by phone through VELOCITY's call center and transcribed, or sent via e-mail or text message. And questions are added to a database for sales team follow-up. TeleConnect is Q&A in real time with real options.

"MindShare is a nationwide focus group, a customer support center, a portal to stakeholder relationship management, and a data capture solution," Elias added. "MindShare is an advanced experiential marketing concept, and we believe it represents an unmatched value proposition in today's marketing paradigm."

For more information on VELOCITY Broadcasting, visit www.velocitybroadcasting.com.

About VELOCITY Broadcasting

VELOCITY Broadcasting is the largest private, High-Definition broadcasting network in North America, and specializes in producing and delivering custom television programming live via satellite to invitation-only audiences at VELOCITY HD Digital Suites located in private clubs and restaurants across the United States, Canada and Mexico. Since 2005, VELOCITY has produced powerful HD broadcasts that have reached more than 100,000 key decision-makers with critical information across a wide range of topics. For more information, visit www.velocitybroadcasting.com.