

**FOR IMMEDIATE RELEASE**



## **New Arabic Online Network Unveils Premier Global Television Service Talfazat to Stream Top-Rated Live and On-Demand Arabic TV Content**

Plainview, NY and Toronto, Ontario – August 25, 2008 – JumpTV Inc. (TSX/AIM: JTV) and NeuLion Inc., leading providers of live and on-demand international and sports programming over the Internet, announced today the launch of a new online service – [www.talfazat.com](http://www.talfazat.com) – that delivers the largest selection of live and on-demand Arabic television content available anywhere. Talfazat.com offers Arabs worldwide an opportunity to tune into their favorite live television channels or on-demand programs with a simple Internet connection.

Talfazat.com features more than 35 of the most popular channels and thousands of hours of video-on-demand from leading Arabic content providers including *Dubai TV*, *LBC*, *Aljazeera News*, *Aljazeera English*, *Rotana*, *Future TV*, *New TV*, *2M* and many others.

Through Talfazat.com, Arab viewers have access to the best and most up to date news, entertainment, top Ramadan shows and series, movies, music-clips and more.

Talfazat.com is a subscription-based service that provides streaming of content to computers and laptops affording users one central place to access leading Arabic-language entertainment. The website displays a customized user experience, easy navigation, superior video quality and a comprehensive selection of popular content from the Middle East and North Africa (MENA) region.

This online video network has been launched in conjunction with Ramadan, a holy month in the Islamic calendar. Talfazat offers over 800 hours of the most popular Ramadan shows and series.

Talfazat comes to the marketplace through the technology and core capabilities of JumpTV and NeuLion. The web streaming powerhouses have collectively launched the most complete online television experience with the ability to best serve Arab market interests. Content can be viewed anywhere, anytime without the need for satellite or cable installation.

Talfazat has exclusive IPTV rights to stream television programming to viewers globally and many of the channels are not offered anywhere else. In the coming months, Talfazat plans to launch a set-top-box that will allow viewers to watch live and on-demand content on the television in addition to the computer. Talfazat will be a multi-platform Arabic service.

“We’re excited about the opportunity to serve our Arabic end-users in a way that’s unparalleled to anything available out there for this community. In terms of the sheer volume and caliber of content available both on a live and on-demand basis, users will appreciate the high quality and affordable price,” said Amir Hegazi, general manager of Talfazat.

“Talfazat helps *Dubai TV* reach new Arab audiences over the Internet worldwide, especially those living outside the Middle East and North Africa region. We’re looking forward to the mutual cooperation between the two entities,” said Hassan Chahine, CTO of Dubai Media Incorporated.

### **New Talfazat Packages Include:**

- **On-Demand Package** is \$15 per month for a monthly subscription, \$30 for a three month prepaid subscription and \$60 for a six month prepaid subscription
- **Live TV Package** is \$20 per month for a monthly subscription, \$40 for a three month prepaid subscription and \$80 for a six month prepaid subscription
- **Super TV Package** is \$25 per month for a monthly subscription, \$50 for a three month prepaid subscription and \$100 for a six month prepaid subscription

**Ramadan Promotion:** Receive one month free when a three month plan is purchased. Visit [www.talfazat.com](http://www.talfazat.com) to learn more about the service and promotional packages.

On June 9, 2008, NeuLion announced the signing of an agreement to merge with IPTV leader JumpTV Inc. (TSX, AIM:JTV). The merger is subject to various approvals and is expected to close on or about October 1, 2008. The combined company will have over 200 sports content partners and over 200 international television content partners using the companies' end-to-end IPTV solutions to deliver video content and other new media services to provide multi-platforms including the PC, the television through set top boxes and mobile devices. For complete details visit [http://www.neulion.com/news/2008/JumpTV\\_NeuLion\\_Merge\\_Press\\_Release.pdf](http://www.neulion.com/news/2008/JumpTV_NeuLion_Merge_Press_Release.pdf)

### **About NeuLion:**

NeuLion is an IPTV service provider that builds broadcasting networks operating over the Internet. By using the public Internet, content can reach viewers anywhere in the world.

NeuLion Customers are interested in reaching specific markets with a broadcast television and video streaming service or are broadband providers looking for new applications. NeuLion offers an end-to-end service that delivers content directly to the TV, PC or a variety of other consumer devices.

Programming carried by NeuLion includes sports, religious networks, broadcast television from international providers and others. The technology used by NeuLion allows streaming video to be delivered at lower bandwidths than cable and satellite television signals without sacrificing picture quality. NeuLion's service also allows Customers to have their own network. To learn more visit [www.neulion.com](http://www.neulion.com)

### **About JumpTV:**

JumpTV ([www.jumptv.com](http://www.jumptv.com)), (TSX/AIM:JTV), is a world leading broadcaster of live and on-demand sports video over the Internet. In the last twelve months, JumpTV streamed more than 15,000 live and exclusive sporting events – comprised of top college (NCAA), professional and Hispanic sports coverage – to millions of fans globally. JumpTV also delivers a broad offering of internet services to its partners including web hosting, live event video streaming, ticket management and e-commerce. Through JumpTV's consumer websites: [JumpTV.com](http://JumpTV.com), [Cycling.TV](http://Cycling.TV) and [SportsYa.com](http://SportsYa.com), as well as its collegiate and international sports partner websites, JumpTV streams tens of thousands of hours of live and on-demand events and international programming over the Internet each year. JumpTV gives fans a lifeline to their favorite sports content when they want it, how they want it, where they want it, wherever they are in the world. To learn more visit [www.jumptv.com](http://www.jumptv.com)

###

### **Talfazat Contact:**

Amir A. Hegazi  
General Manager  
Talfazat / JumpTV  
Phone: 416-786-0907  
[amir@jumptv.com](mailto:amir@jumptv.com)