

**FOR IMMEDIATE RELEASE**



## **JumpTV Latino Reaffirms Partnership with *América Televisión Peru* and Expands Dominant Growth in Latino Community in North America and Around the World**

Toronto, Ontario – October 15, 2009 – JumpTV Latino, a leading provider of live and on-demand Latin American television over the Internet, announces today an extended agreement and long term contract with *América Televisión Peru* to distribute the channel worldwide through its online television service.

JumpTV Latino is a subscription-based service that provides the largest selection of Latin American television channels and offers viewers one central place to access the best Latino entertainment and news. By offering premium Spanish content, JumpTV Latino is not only a source of entertainment but also a means for viewers to stay connected to home.

With more than 50 years of tradition, *América Televisión* (<http://www.americatv.com.pe>) is the most popular channel in Peru innovating on the best entertainment, news, humor and sports programming for the whole family.

Since 2005, *América Televisión* has been a top channel on JumpTV Latino's platform allowing Peruvians around the world to enjoy their favorite shows including: *Lima Limón*, *Habacilar*, *El Reventón de los Sábados*, *Al Fondo hay Sitio*, *Fútbol in América*, *América Noticias*, *Cuarto Poder*, and so many more.

"This relationship allows us to bring our content beyond the borders of the country, enabling us to generate new international business, where *América Televisión* can be seen by many Peruvians living abroad. We are grateful for NeuLion's ability to deliver content worldwide and to reach markets that do not usually have access to television" said Eric Jurgensen, CEO of *America Television*.

JumpTV Latino's recent renewed agreement with *América Televisión* is just one successful partnership catering to the Latino audience in its dual language destination featuring up to 30 top Latin American channels. Other notable and long standing agreements include: *TV Chile*, *Telefe Internacional*, *Caracol TV Internacional*, and *TV Colombia*.

"Our partnership with JumpTV Latino is very important for our channel given the reach and potential it offers us in global markets. JumpTV/NeuLion has transformed new technologies and platforms into a real source of revenue for *Caracol Internacional* serving a growing segment of the market in such a way that it has managed to stay ahead" said Alejandro Bernal, Director of *Caracol TV Internacional*.

"Focus remains fixed on strengthening content selection, growing our partnerships and providing a valuable service to viewers. We are dedicated to maintaining a track record of strong partnerships and fierce focus on the Latino community" said Daniela Yáñez, General Manager of JumpTV Latino.

To further its foothold in North America, JumpTV Latino's extends a presence at cultural events including the recent Expo Colombia in Miami and 28th Anniversary of Toronto Hispanic Fiesta. It is also working with Embassies and Consulates in the U.S. and Canada to strength existing relationships with Latin American communities. Coupled with print campaigns, online marketing initiatives and viral marketing including the re-launch of JumpTV Latino blog, pages on Facebook and Twitter, JumpTV Latino is firmly working to further connect culture and community.

Powered by NeuLion (TSX:NLN) technology, JumpTV Latino has plans to expand its program selection by offering new channels in the coming months. Visit [www.JumpTVLatino.com](http://www.JumpTVLatino.com) to learn more.

## **About NeuLion**

Based in Plainview, NY, Sanford, Florida and Toronto, Ontario, NeuLion (TSX:NLN) works with content partners to develop end-to-end solutions for multimedia IPTV services. The NeuLion IPTV Platform encodes, delivers, stores and manages an unlimited range of multimedia content and the Operational Support System (OSS) maintains all billing and customer support services. Content partners are responsible for content aggregation and the sales and marketing for the individual IPTV service. The Company ranks as a world leader in customer/partner relationships with sports and international television content partners including, in sports, the NHL, the NFL, NCAA Division I schools and conferences and, in respect to international television aggregators and networks, KyLinTV (Chinese), ABS-CBN (Filipino), Talfazat (Arabic), TV-Desi (South Asian) and Sky Angel (Christian). Customer/partner content can be viewed by way of Internet on PCs and on the television through the Company's IPTV set top box.

## **Forward-Looking Statements**

Certain statements herein are forward-looking statements and represent NeuLion's current intentions in respect of future activities. These statements, in addressing future events and conditions, involve inherent risks and uncertainties. Forward-looking statements can be identified by the use of the words "will," "expect," "seek," "anticipate," "believe," "plan," "estimate," "expect," and "intend" and statements that an event or result "may," "will," "can," "should," "could," or "might" occur or be achieved and other similar expressions. Forward-looking statements involve significant risk, uncertainties and assumptions. Many factors could cause actual results, performance or achievements to differ materially from the results discussed or implied in the forward-looking statements. These factors should be considered carefully and readers should not place undue reliance on the forward-looking statements. Although the forward-looking statements contained in this release are based upon what management believes to be reasonable assumptions, the Company cannot assure readers that actual results will be consistent with these forward-looking statements. These forward-looking statements are made as of the date of this release and the Company assumes no obligation to update or revise them to reflect new events or circumstances, except as required by law. Many factors could cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements that may be expressed or implied by such forward-looking statements, including: the integration of the businesses of NeuLion and NeuLion USA, our continued relationships with our channel partners, general economic and market segment conditions, competitor activity, product capability and acceptance, rates, technology changes and international risk and currency exchange. More specific risks include that the merged entity will not be able to realize some or all of the expected synergies due to incompatibilities in the merging businesses, the inability of management to bring about such synergies or a changing business environment rendering such synergies inadvisable or uneconomical. After integrating the businesses the suite of service offerings may not perform as expected if shifting demand moves in a direction away from the expected business model of the merged entity, if competitors are able to take market share away from the merged entity or if changing technology adversely impacts the merged businesses. In addition, while the Company expects its content partners and those of NeuLion USA to continue and expand their relationship with the merged entity, there can be no assurance that such relationships will continue as expected, or at all. More detailed assessment of the risks that could cause actual results to materially differ from current expectations is contained in the "Risk Factors" section of the Company's 2008 annual MD&A and AIF filed on [www.sedar.com](http://www.sedar.com) and Registration Statement on Form 10, as amended, available on [www.sec.gov](http://www.sec.gov).

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