

**FOR IMMEDIATE RELEASE**



## **USL Partners with NeuLion for Exclusive Online Video Service**

*USL Live presented by UMBRO to show USL-1 games free in 2009*

TAMPA, FL – March 25, 2009 – United Soccer Leagues announce a partnership with leading service provider NeuLion for the third season of streaming USL First Division matches. *USL Live*, presented by UMBRO, will air games free beginning April 11 when the season kicks off with two matches on USLlive.com.

Powered by NeuLion, *USL Live* will carry all USL-1 matches in 2009, both live and on demand, that are not part of the USL Fox Soccer Channel television broadcast schedule. The upcoming season will be the first year the service will be available for free. The NeuLion platform will also increase video availability for other USL clubs in addition to providing match highlights and other special video content such as press conferences, interviews and features.

As a leader in digital media, NeuLion offers an end-to-end service and delivers *USL Live* as a completely managed turnkey service. NeuLion has existing partnerships with sports clients such as the National Hockey League, National Football League, American Hockey League, Universal Sports, Professional Bull Riders, Toronto FC (MLS), Indy Racing League, over 175 collegiate sports properties, 165 international television channels from 35 countries and the US, Canadian and Puerto Rican online broadcasts of the 2010 South American World Cup Qualifiers.

“In our continued efforts to provide fans with higher standards in presentation of games that keeps pace with the increased profile of the league and quality of our teams’ performance, we are pleased to be announcing our association with NeuLion,” said USL Vice President and COO Tim Holt. “NeuLion was the clear leader among other streaming companies we met with during the off-season. Their production of the NHL and World Cup qualifiers, along with the platforms and programming on the technical side, are very impressive.”

“We are even more excited to announce that with the assistance of presenting sponsor UMBRO, *USL Live* will be a free service to fans around the world,” added Holt. “Our fans continue to show their passion for USL and we are thrilled to be providing every non-FSC match to them for free so they can continue to follow their favorite clubs away from home, especially in these difficult economic times. We are very thankful to UMBRO for showing their support in this initiative.

“NeuLion’s technology and core capabilities provide soccer fans with an enhanced viewer experience through high quality video, interactive live games, community features and much more,” said Chris Wagner, EVP of NeuLion.

The newly-designed USLlive.com will officially launch to the public in the coming weeks.

### **About United Soccer Leagues**

Founded in 1986, United Soccer Leagues has become the largest organization of elite-level soccer leagues in North America by building on the vision, commitment, and passion of players and fans. Now in its third decade of operation, USL continues to be a driving force in the growth of soccer in the United States, Canada, and Caribbean. USL provides a clearly defined path for the progression of male and female soccer players beginning at the youth level (USL Super Y-League/USL Super-20 League), continuing up through the amateur level (USL Premier Development League/USL W-League) and on up to the professional level (USL First Division/USL Second Division). A platform for countless players to reach for their dreams each year, USL is devoted to developing the sport at the grassroots level in every community across the region.

### **About NeuLion and JumpTV**

Based in Plainview, NY, Sanford, Florida and Toronto, Ontario, NeuLion and JumpTV (TSX:JTV) work 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 proprietary IPTV set top box. Through the Company's consumer websites: JumpTV.com, Cycling.TV and SportsYa.com, as well as its collegiate and sports partner websites, the Company streamed over 15,000 live sporting events in the past 12 months and ranks consistently as one of the top ten ranked US sports web sites as measured by minutes viewed. [www.neulion.com](http://www.neulion.com)

### **Forward-Looking Statement**

Certain statements herein relating to JumpTV's merger with NeuLion Inc. are forward-looking statements and represent JumpTV'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 JumpTV and NeuLion, 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 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 than current expectations is contained in the "Risk Assessment" section of the company's 2007 annual MD&A filed on [www.sedar.com](http://www.sedar.com).

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