

MEDIA KIT



Network Overview

MavTV. A Man-Sized Network.

Launched in October of 2004, MavTV is a new 24-hour digital television network targeting men ages 18-54.

Offering the widest array of content for men, MavTV is a one-stop shop that covers all the hot-button topics that guys care about. MavTV provides men with an exciting blend of sports, movies, comedy, gambling, business news, lifestyle information, gadgets, adventure, and, of course, beautiful women!

MavTV is both an exclusive club for men and one of the coolest new channels available on television.

MavTV is full of humor and irreverence...just the way guys **really** talk with each other.

Some of the unique features of MavTV include:

- ZERO off-air syndicated repeats of old broadcast properties. MavTV feels fresh.
- Original content delivered through programming partnerships with other men's content companies.
- Over 50% of the daily programming is SPORTS or sports-related.
- MavTV also finds the best men's programming from around the world and exposes it to the American male audience for the first time.



Insane Sports  **Gadgets**  **Women**  **Laughs**  **Gaming**

MavTV Private and Confidential. Not for distribution without consent of MavTV.

The MavTV Programming Schedule: Big Network Feel from a New Channel

- MavTV's program schedule is designed to look like all of the long-established digital basic networks.
- A full 24-hour program schedule.
- Over 90 hours of monthly original content.
- More than 40 hours of fresh content added monthly.
- As a new network in an already crowded television lineup, MavTV's program schedule keeps things simple and easy to understand for consumers.
- To better establish its programs with viewers, series are stripped/roadblocked across the week. This makes it easier for viewers to find the shows again that they sampled once and liked.



DISTRIBUTION



MavTV DISTRIBUTION PLATFORMS

Launched in 2004 as a linear cable TV network, MavTV has grown to provide a broad range of marketing opportunities for our partners on a variety of platforms.

LINEAR CABLE

MavTV is launched with a variety of US cable MSOs, most notably with Charter Communications. (See following page for details)

SATELLITE

MavTV provides its signal directly to “backyard dish” consumers via our distribution agreements with OEN and NPS.

TELCO

MavTV has launched nationally with Verizon’s FiOS service.

IPTV

MavTV streams its live, linear satellite signal via the web with two subscription-based IPTV services: ITVN and VDC.

VOD

MavTV provides select content available for VOD and SVOD usage via Akimbo.

BROADBAND

MavTV now provides streaming of content on our exclusive broadband service.

INTERNET VIDEO COMMUNITIES

MavTV currently provides free video content across several internet virtual communities and file sharing sites such as Google Video, Yahoo Video, MySpace, and YouTube.

INTERNATIONAL DISTRIBUTION

MavTV currently has distribution in the Caribbean, and also shares select content with BITE TV in Canada. BITE TV is available in over 1 million Canadian homes.

MOBILE TV

MavTV is working to finalize mobile offerings with several leading companies, including MobiTV, ROK Mobile, and FoneStarz.

MavTV LOCAL US MARKET LAUNCHES

DMA RANK	DMA	PROVIDER	METHOD	COMMUNITY/STATE	BASICS	LAUNCH STATUS
1	New York	Verizon	Telco	Queens, NY & Freehold, NJ	5,400	Launched
2	Los Angeles, CA	Verizon	Telco	Pomona, CA	5,500	Launched
6	Boston, MA	Verizon	Telco	Burlington, MA	4,200	Launched
7	Dallas/Ft. Worth	Charter Communications	Cable	Ft. Worth, TX & Ft. Worth City, TX	118,000	Launched
		Verizon	Telco	Carrollton, TX	40,000	Launched
8	Washington, DC	Verizon	Telco	Silver Spring, MD	14,000	Launched
11	Houston	Charter Communications	Cable	Montgomery, TX	13,000	Launched
		OEN	Telco	Houston, TX	3,000	Launched
13	Minneapolis/St. Paul	Charter Communications	Cable	Rice Lake, WI	5,000	Launched
14	Tampa/St. Petersburg	Verizon	Telco	Temple Terrace, FL	25,000	Launched
15	Miami	4Com	MMDS	Hollywood, FL	2,000	Launched
22	St. Louis	Charter Communications	Cable	St. Louis, MO	483,000	Launched
24	Baltimore	Verizon	Telco	Baltimore, MD	5,300	Launched
25	Indianapolis	Accelplus	Cable	Crawfordsville & Montgomery Cty., IN	3,000	Launched
31	Kansas City	Charter Communications	Cable	Harrisonville & Clinton, MO	5,000	Launched
				Warrensburg, MO	15,000	Launched
33	Milwaukee	Charter Communications	Cable	West Bend, WI	6,000	Launched
35	Salt Lake City	Charter Communications	Cable	St. George, UT	15,000	Launched
36	Greenville/Spartanburg/Asheville	Charter Communications	Cable	Spartanburg, SC	96,000	Launched
				Greenville & Gaffney & environs, SC	102,000	Launched
				Asheville & Marion & Tryon, NC	82,000	Launched
40	West Palm Beach/Ft. Pierce	Hometown Cable	Cable	Port St. Lucie, FL	1,200	Launched
51	Las Vegas	Charter Communications	Cable	Mesquite, NV	1,000	Launched
56	Little Rock/Pine Bluff	Charter Communications	Cable	Maumell & Shannon Hills, AR	7,700	Launched
58	Richmond	Cavaller Communications	IPTV	Richmond, VA	2,000	Launched
69	Green Bay/Appleton	Charter Communications	Cable	Fond du Lac, WI	6,000	Launched
74	Springfield, MO	Charter Communications	Cable	Osage Beach, MO	14,000	Launched
77	Paducah/Cape Girardeau/Harr.	Charter Communications	Cable	Cape Girardeau & Perryville, MO	30,000	Launched
				Woodlawn/Mt. Vernon, IL	6,600	Launched
82	Champaign/Springfield/Decatur	Charter Communications	Cable	Taylorville, IL	4,500	Launched
84	Columbia, SC	Charter Communications	Cable	Whitmire, SC	1,000	Launched
127	La Crosse/Eau Claire	Charter Communications	Cable	Eau Claire, WI	3,000	Launched
				La Crosse, WI	4,000	Launched
				Sheboygan, WI	2,000	Launched
137	Wausau/Rhineland	Charter Communications	Cable	Wausau & Stevens Point, WI	6,000	Launched
				Rhineland, WI	3,000	Launched
139	Columbia/Jefferson City	Charter Communications	Cable	Fulton, MO	2,800	Launched
				Columbia, MO	4,300	Launched
145	Terre Haute, IN	Charter Communications	Cable	Vincennes, IN	15,500	Launched
155	Anchorage, AK	GCI Cable	Cable	Anchorage, AK	25,000	Launched
203	Fairbanks, AK	GCI Cable	Cable	Fairbanks, AK	12,500	Launched
206	Juneau, AK	GCI Cable	Cable	Juneau, AK	10,000	Launched

MavTV NATIONAL & OTHER LAUNCHES

PROVIDER	COVERAGE AREA	METHOD	BASICS	LAUNCH STATUS
Caribbean Co-Op	Bahamas	Cable	110,000	Launched
	Bermuda	Cable	20,000	June 2006
	Cayman Islands	Cable	1,000	June 2006
	Trinidad	Cable	5,000	June 2006
National Programming Service (NPS)	National Footprint	SMATV	70,000	Launched
Akimbo	National Footprint	IPTV	2,000	Launched
Interactive Television Network (ITVN)	National Footprint	IPTV	5,000	Launched

PROGRAMMING



Programming Highlights

Insane Sports 



CASCAR RACING

Canada's professional stock car racing league comes to MavTV. This is the highest level of pro racing in Canada and is a premier national event.

MOTORCYCLE RACING

The most wide-ranging coverage of motorcycle racing on television belongs to MavTV. From Hillclimbing to Ice Racing to Drag Racing to Trials competition, MavTV will cover two-wheel action across America. MavTV's exclusive coverage will bring fans many of these events for the first time on television.

DEEP SOUTH WRESTLING

Pro wrestling events from Atlanta's Deep South league, which is a primary feeder league for the next big PPV wrestlers.

GOLF THE WORLD

MavTV takes guys on the golf trip of a lifetime. Golf hotspot destinations worldwide are explored in this program. For guys who like to take their clubs when they travel, this show will give them an edge when they hit some of the best courses around the world.

ULTIMATE COMBAT EXPERIENCE

Coverage of the Ultimate Combat Experience tournaments, an electrifying combination of kickboxing and no-holds-barred fighting. Taped live from Sandy Station, Utah.

Programming Highlights

Gaming 



HEARTLAND POKER TOUR

An All-American show from our Heartland states, this is a poker tour featuring real guys battling for real stakes. Heartland Poker Tour is one of the fastest growing competitive circuits in America. Full tournaments play out before your eyes as hundreds of players are eliminated until a final table of six remain.

WORLD HEADS UP POKER

From Casino Barcelona in Barcelona, Spain comes all-out poker combat. Two players face off against each other in match-play style. Sanctioned by the World Heads Up Poker Organization (WHPO).

POKER BEAT

Poker Beat is an informative, fresh new television show. It offers a stylish and unique glimpse into the world of professional poker play. The episodes showcase top competitors and industry insiders delivering up-to-the-minute news in a fast-paced, magazine-style 30-minute format. Poker Beat takes up where poker tournament programming leaves off.

Programming Highlights

Laughs 



THE DAN SHOW: VEGAS

It's a 30-minute, fast-paced trip around America's ultimate playground for men with Vegas' famous "guy's guy", Dan. Whether Dan is pulling crazy hidden camera pranks on the tourists, showcasing the behind-the-scenes Vegas entertainment scene, or chatting with the unique people who roam the Vegas streets late at night, nobody brings you the famous "strip" like Dan can.

THE CONVENTIONEERS

Conventions attract an interesting blend of people. Everyone has seen footage of people dressed up to attend Sci-Fi conventions, well MavTV sends two of its crack reporters to poke fun at innocent conventioners at some even of the biggest events.

WHOLE WORLD THEATER

Improv is a fast-paced, irreverent style of comedy, based on hundreds of games of skill. Atlanta's Whole World Theater is one of the country's most famous improv clubs and they bring their amazingly unique brand of comedy and fun to MavTV.

MAVTV MAN MOVIES

Every guy loves a good "B" movie and MavTV has plenty of them! These are the kind of guy films you won't see on the premium channels. Campy, fun, and with plenty of attitude, MavTV's "Bouncing B's" are great incremental product.

Programming Highlights

Women 



STARE MAGAZINE: BIKINI MODELS

“Stare Magazine: Bikini Models” makes you the photographer on some of the hottest photo shoots you’ll see anywhere. It’s a guy’s look behind-the-scenes at your favorite girls, their bikinis, and everything that happens between the camera flashes.

BIKINI ALLSTARS

It’s behind-the-scenes with some of the worlds hottest bikini models. You won’t believe what these girls are wearing and still calling a bathing suit! Our cameras get you so close, you’ll think you’re wearing the bikinis.

GET OUT!

Follow hosts Camille Anderson and Lindsay Clubine as they take you to exciting destinations all over the globe. The girls explore everything these exotic destinations have to offer, from their nightlife to their sports and fun. With two beautiful tour guides, this is one trip guys won’t want to miss!

Programming Highlights

Gadgets & Men's Information



GADGETS, GADGETS, GADGETS

Isn't the male mantra, "he who dies with the most toys wins"? Well, the men of MavTV take you on a personal and guided tour of the coolest new gadgets to hit the market. From items that are essential to gaining the competitive edge to gizmos that are just so hot you won't want to be without, this program has it all.

DISCTV

A hosted look at one of the most unique gadgety sports in the world. This is the only full coverage of any season tour in the history of Disc Golf. See some of the best Disc Golf players in the world compete across North America and Europe, along with helpful tips to improve your own game.

DON'T FORGET YOUR PASSPORT

From the tropical rainforest of the Amazon River Basin, through the majestic iceberg-laden fiords of Greenland, this top rated adventure travel series takes you there. Each episode is an exciting new journey of discovery in mysterious and exotic lands.

Program Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:00am							
6:30am	Paid Programming					Paid Programming	
7:00am							
7:30am	Paid Programming					Paid Programming	
8:00am							
8:30am	Alternative Sports					Business/Finance	
9:00am							
9:30am	Fishing / Boating					Cars / Poker	
10:00am							
10:30am	Motorsports					Fishing / Travel	
11:00am							
11:30am	Extreme Sports / Skiing					Pro Wrestling	
12:00N							
12:30pm	Golf / Travel					Golf / Biking	
1:00pm							
1:30pm	Motorsports / Travel					MavTV Man Movie	
2:00pm	Alternative Sports						
2:30pm							
3:00pm	Fishing / Boating					Business/Finance	
3:30pm							
4:00pm	Motorsports					Cars / Poker	
4:30pm							
5:00pm	Extreme Sports / Skiing					Fishing / Travel	
5:30pm							
6:00pm	Golf / Travel					MavTV Man Movie	
6:30pm	Motorsports / Travel						
7:00pm							
7:30pm	Motorsports / Travel					Primetime Men's Entertainment Programming	
8:00pm	Primetime Men's Entertainment Programming: Comedy Wrestling / MMA Fighting Poker Bikini Girls						
8:30pm							
9:00pm							
9:30pm							
10:00pm							
10:30pm	Time-Shifted Primetime Men's Entertainment Programming					Time-Shifted Primetime Men's Entertainment Programming	
11:00pm							
11:30pm							
12:00M							
12:30am	Paid Programming					Paid Programming	
1:00am							
1:30am							
2:00am							
2:30am							
3:00am							
5:00am							
6:00am							

RESEARCH



MavTV Target Audience Loves Casino Gaming!

While men in general clearly love casino gaming, data shows that MavTV's **digital cable** male audience is even more likely to spend money on casino gaming, and they have a penchant for playing online.



	Demo & NO Digital Cable	Demo with Digital Cable	Digital Cable
	<u>Index</u>	<u>Index</u>	<u>Advantage</u>
Men 18-54			
Gambled in Vegas 3+ times in past year	128	174	46% better
Gambled in Vegas in past year	104	124	20% better
Played Online Games in last month	120	147	27% better
Men 18-34			
Gambled in Vegas 3+ times in past year	147	192	45% better
Gambled in Vegas in past year	102	122	20% better
Played Online Games in last month	167	197	30% better
Men 25-54			
Gambled in Vegas 3+ times in past year	131	181	50% better
Gambled in Vegas in past year	107	128	21% better
Played Online Games in last month	98	123	25% better

Expected Viewer Profile MavTV

As a new network, there is no existing viewership information. However, we can provide the following expectations of the type of male audience we expect to deliver.

Projected MavTV Audience Composition

<u>Gender</u>	<u>% Comp.</u>	<u>Category Prod. Usage</u>	<u>Index</u>
Men	82%	Auto, owns an SUV	211
Women	18%	Auto, Car value \$30K+	197
		Auto, Domest. Luxury Car	195
<u>Age</u>			
M18-34	35%	Shopped in Electronics Store	200
M18-49	65%	Bought cell phone	189
M25-54	60%	Own a plasma TV	115
<u>Total Day HH Income</u>			
HH Inc. \$50K+	18%	DSL internet at home	236
HH Inc. \$75K+	35%	Internet Purchase last month	213
HH Inc. \$100K+	65%	Travel plans via internet	196
<u>M 18-34, Education/Occupation</u>			
Graduated College	21%	Heavy Domestic Beer User	134
Exec/Admin/Mgr	13%	Heavy Fast Food User	112
		Heavy Sports Drink User	145

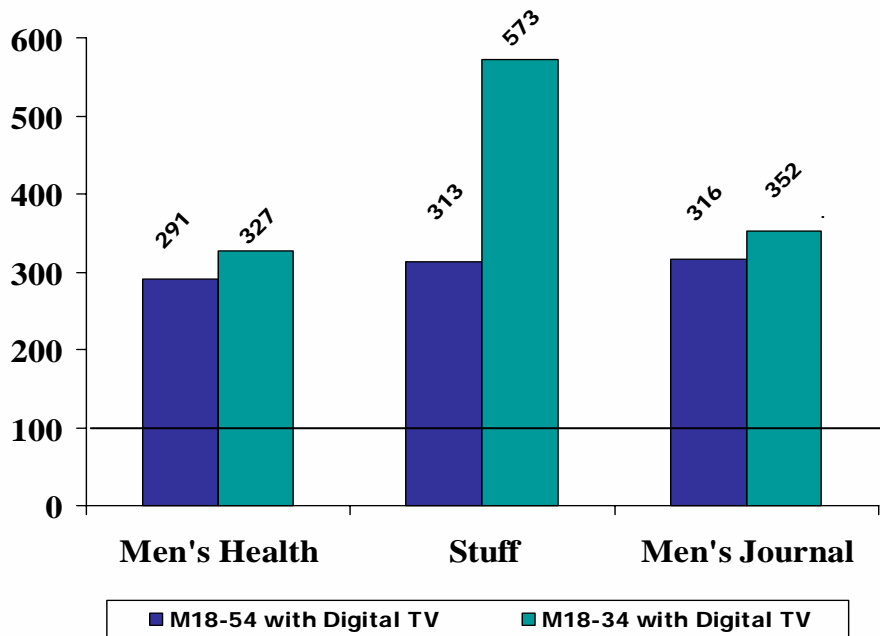
Source: Based on MRI Spring 2004, Digital Cable Customers

MavTV is a TV Version of A Great Men's Magazine!

The same guys who buy and read all of the top men's magazines are the kind of guys who will love MavTV. More than anyone, men who have digital TV service at home love their men's magazines.



Index of Men with Digital TV Who Read Men's Magazines



Source: Based on MRI 2004 Doublebase Report

INTERNET



MavTV Web Site & Advertising



MavTV's web site reinforces the company's brand. It provides both programming information to support the on-air product, as well as supplying original web content and includes:

- Free Bikini Model photography
- Free gaming advice
- Free humor and jokes
- Free information on new tech toys
- Free sports picks
- Ability to buy MavTV merchandise

MavTV offers advertisers two banner advertising options: fixed or run of site. Fixed banners target a specific audience on select MavTV Online pages. Your banner will be visible to every person every time that page is viewed. By contrast, a run of site campaign can display over a whole site. Several rotating banners can share the same space on a page.

Banners can be either GIF, JPEG formats or Flash.

We require three business days to post banners once received, providing materials are created in accordance to the above specifications.

All MavTV.com banner sizes conform to the [IAB/Casie standard](#).

MavTV Broadband

MavTV recently launched a 24 hr. broadband streaming service. Now, customers who don't yet receive the linear MavTV channel can view some of the same programming on the internet.

MavTV's broadband is different than the offering for most cable networks in that the MavTV broadband service provides full-length programming, not just clips and promos. The program schedule with broadband includes some of the most popular MavTV programs, from our bikini girls shows to wrestling to comedy.

With limited commercial avails, the MavTV broadband environment is uncluttered with advertising and provides a great platform for sponsorships.

The broadband player provides streaming at flexible bit rates, so most everyone with a broadband connection can enjoy the product.



ADVERTISING

A large circular logo with a blue and white gradient. The word "ADVERTISING" is written in a bold, blue, sans-serif font, arching over the top half of the circle. Inside the circle, there is a stylized black silhouette of a person in a dynamic, athletic pose, possibly a dancer or a performer, set against a white background. The bottom half of the circle is a solid blue color.

Ad Sales Specs

Ad Avails:	9 minutes per hour in most dayparts
Avail Times:	Times vary. Please call for details.
Avail Data:	30 & 60 second positions in most dayparts
Insertion Hours:	24 hours per day, 7 days a week
Satellite Feed:	Single

Marketing & Advertising Opportunities

MavTV offers a variety of marketing and advertising opportunities. They include, but are not limited to:

CHARTER SPONSOR PACKAGES:

MavTV is currently making available a limited number of Charter Ad packages. These will offer the opportunity to be branded across all of the network activities. It is the most comprehensive coverage of the network for an advertiser.

TRADITIONAL SPOT SALES:

MavTV offers traditional spot advertising across its linear cable channel.

SHORT FORM VIDEO SPONSORSHIPS:

MavTV creates and markets short form video across a variety of platforms, from Mobile TV to internet posting community sites like MySpace or You Tube. Sponsorship is available for these forms of video.

PRODUCT PLACEMENT:

MavTV produces a variety of original content for men. Product placement is available in and around all of this programming.

LONG FORM ADVERTISING/PROGRAM PLACEMENT:

MavTV provides opportunities for placement of all long-form advertising across a variety of dayparts. MavTV accepts both PI and DR.

ADVERTISING SPOT PACKAGES

1st Quarter 2007

Advertising Opportunities and Rates:

Don't miss an opportunity to be part of television's newest brand for men. MavTV is pleased to offer a variety of charter advertising packages.

The information below reflect rates for **planning purposes only**. Please call to discuss specific spot needs and custom campaigns.

Daypart	Ala Carte	30-Day Campaign	90-Day Campaign	6 Month Campaign
Full ROS M-Su, 6A-6A	:30 Rate: \$125 :60 Rate: \$200	30 Spots \$3,600	150 Spots \$15,750 Add'l Bonus Spots: 30	450 Spots \$36,000 Add'l Bonus Spots: 60
Prime Rot. M-Su, 6P-12M	:30 Rate: \$135 :60 Rate: \$225	30 Spots \$3,900	150 Spots \$17,250 Add'l Bonus Spots: 30	450 Spots \$40,500 Add'l Bonus Spots: 60
Day ROS M-Su, 6A-12M	:30 Rate: \$130 :60 Rate: \$210	30 Spots \$3,750	150 Spots \$16,500 Add'l Bonus Spots: 30	450 Spots \$38,250 Add'l Bonus Spots: 60

All times Eastern, based on MavTV single feed. Unless otherwise noted, all rates apply to :30 second placements.





MAVTV GETS TOUGH WITH XCW WRESTLING

DENVER – September 12, 2006 – MavTV, independently owned and operated by the Mav’rick Entertainment Network, has announced that it will add “XCW Wrestling” to its lineup in November. Targeting men with irreverent, original content, MavTV features insane sports, gaming, gadgets, laughs, and of course, beautiful women. XCW Wrestling will help anchor MavTV’s new Wednesday night lineup filled with all forms of testosterone charged programming.

“Wrestling fans are among the most loyal and involved viewers and these programs have long delivered the strongest male demos in the history of cable television. XWC Wrestling is a perfect fit for our men’s network, MavTV,” says Rob Stevens, MavTV’s Vice President of Programming.

XCW Wrestling is based in Denton, Texas and, through their production arm, Mindbenders Entertainment, stages pro wrestling events throughout Texas and the Southwest. With up-and-coming stars like Heavyweight Champ Jack Drastic, Lance Romance, Hotstuff Hernandez, Rodney Mack, and The Hardcore Icon Necro Butcher, XCW Wrestling has generated a huge fan following. They currently sell-out their live events and have a tremendously successful pay-per-view audience and home video sales operation.

“XCW has been growing by leaps and bounds over the last three years. The audience for our pay-per-view events has shown us that our fan base wants to see more XCW on TV, so a regularly scheduled network cable show is a logical next step,” says Robert Luke, President of Mindbenders Entertainment and XCW Pro Wrestling.

While other cable networks feature only a single, larger wrestling league on their program schedules, MavTV will begin offering wrestling fans a variety of top quality wrestling events. MavTV wrestling will be less about big explosions and special effects; instead it will get back to wrestling’s roots with great storylines, irreverent characters, and a focus on the fights themselves.

“We want to offer fans more of the classic wrestling program that most people grew up watching. MavTV wrestling will look and feel very accessible to our TV audience because it will more closely resemble the kinds of events they can see in their own towns,” says Mr. Stevens of MavTV.

MavTV is making tremendous strides with its distribution, having have signed 16 distribution deals, including Charter and Verizon. With new markets launching every month, MavTV is now in front of approximately 1.2 million homes across more than 45 markets.



MINI SERIES SET FOR U.S. TELEVISION DEBUT ON MAVTV

April 20, 2006 - Nashville, TN

Phil Wicks Racing and its marketing agency, Mackey Marketing Group are pleased to announce that negotiations have been completed for the 2005 and 2006 MINI Challenge Series from the U.K. to be televised in the USA. The U.K.-based MINI Challenge Series is the basis for the North American MINI Cooper Championship that commenced racing in 2006. Under the guidance of long time MINI racing professional Phil Wicks, the North American MINI Cooper Championship will stage six events in 2006 with an expanded schedule in 2007.

"Televising the U.K. Series here in the USA is the first step toward developing the U.S. series to be of similar stature and success," said Phil Wicks. "I think that many MINI fans will discover the tremendous excitement and competitive nature of the MINI Challenge in the U.K. and will want to join in our racing series being developed for the American market. We're very excited that we have made these arrangements to televise the U.K. MINI Challenge Series."

The racing will debut on the newly launched MavTV. MavTV is a new network that carries a variety of programming themes targeting men 18-54, including sports, sports analysis, gaming, comedy, women and relationships, health and fitness, finance, gadgets, and movies. MavTV is a 24/7 destination channel dedicated to reaching men in an irreverent, humorous, opinionated fashion. Now MINI racing joins the mix of programming that is carried by the network. Times and broadcast schedules will be announced soon. MINI enthusiasts that don't receive MavTV on their cable system are encouraged to call their local cable provider and ask for it. For additional information on MavTV visit their website at www.mavtv.com.

"The quality of the racing TV coverage is superb," added Mackey Marketing president, Brian Mackey. "This series makes great television viewing and I think the American audiences will love the action and the competitive nature of this series. I want to thank MavTV for believing in our product and providing this opportunity. We look forward to a great relationship with MavTV."

Phil Wicks owns and operates the Phil Wicks MINI Driving Academy as well as administering the North American MINI Cooper Championship racing series. Phil Wicks has been involved with the Mini Cooper since its inception in the 1960s and has been a significant presence in the MINI enthusiast community for fifty years.



OEN and MavTV Announce Affiliation Agreement

December 13, 2005 - Houston and Denver

Optical Entertainment Network, Inc. (OEN) and MavTV today announced a long-term digital IP distribution agreement for OEN to carry the men's network on its basic programming line-up. OEN will make MavTV available to its customers over its FISION fiber-to-the-home (FTTH) platform.

MavTV is an independent network featuring an outstanding slate of irreverent and original series including: The Dan Show – Las Vegas, Rajun Sexy Cajuns – Hunting Show, Heartland Poker Tour, and American Tailgating.

"OEN's fiber network offers limitless potential to programmers and ultimately, consumers. We're thrilled to be part of the basic line-up on OEN and eagerly anticipate their entrance into the video landscape," said Doug Jost, EVP of Sales and Marketing for MavTV.

"MavTV brings a fresh, unique voice to men's programming that we believe will resonate with our customer base and help differentiate our service offerings from the alternatives," said Thomas Wendt, OEN's CEO.

MavTV, owned by the Mav'rick Entertainment Network, will carry a variety of programming themes targeting men 18-54, including sports, sports analysis, gaming, comedy, women and relationships, health and fitness, finance, gadgets, and movies. MavTV is a 24/7 channel dedicated to reaching men in an irreverent, humorous, opinionated fashion.

About FISION

FISION is scheduled to launch in March 2006 in Houston, Texas, the 10th largest television market in the U.S. In addition to offering over 400 channels of entertainment programming, FISION will deliver High-Speed Internet at unprecedented speeds of 10 to 100 Mbps per subscriber, and innovative applications such as telemedicine, video conferencing and home security. FISION will also provide IP voice services, including local and long distance, to deliver on the promise of true convergence from one company.

About Optical Entertainment Network

Optical Entertainment Network is a Houston, Texas based company providing the first major market deployment of Video, Internet and Voice to residential and commercial customers over a system specifically designed to optimize fiber-to-the-home (FTTH)



Mav'rick Entertainment Network's "MavTV" set to launch on Friday, Oct. 1st

September 30, 2004 - Denver, CO

Mav'rick Entertainment Network's "MavTV" is set to launch on Galaxy 11, transponder 21, channel 105 on Friday, Oct. 1, 2004. The independent men's digital network started by a group of former Showtime executives has been in development for the past two years. Recent partnership agreements with Crawford Communications in Atlanta, Lyle Berman, CEO of Lakes Entertainment, Inc. and Chairman of the Board of the World Poker Tour, poker legend Johnny Chan, and production expertise from a variety of independent sources in Atlanta have helped get the network primed and ready for national distribution on digital sports tiers.

Major distribution agreements are currently being finalized with several cable operators which are looking to use MavTV as a way to help add value and dimension to their recently launched digital sports tiers. MavTV will carry a variety of programming themes targeting men 18-49, including sports, sports analysis, gaming, comedy, women and relationships, health and fitness, finance, gadgets, and movies. MavTV is a 24/7 destination channel dedicated to reaching men in an irreverent, humorous, opinionated fashion. the way that men truly interact and deal with each other on a daily basis.

MavTV will strive to provide men with programming and interstitial elements that are differentiated from traditional television. The brand, look, and feel of the network will all be delivered from a man's point of view. The programming and interstitial will focus heavily on sports, sports analysis, and gaming, all presented in a totally irreverent and humorous fashion, strategically designed to drive penetration of digital sports tiers by entertaining men as well as informing them. MavTV is now ready for carriage and looks forward to a strong 2005.

For more information about MavTV call the Denver corporate office at 303-925-1340 or visit the updated, new website launching Oct. 2nd at www.mavtv.net.



Contact MavTV

For Advertising Opportunities & Traffic:

Rob Stevens
VP, Advertising Sales
Ph: (323) 850-8232
Email: Rob.Stevens@MavTV.net

I-San Hung
Ph: (303) 377-3265
Cell: (303) 880-5711
Email: Isan@M1event.com

Cameron Gray
Ph: (303) 377-3226
Cell: (303) 888-7772
Email: Cameron@M1event.com

For New Business Opportunities:

David Gluck
SVP, Business Development
Ph: (214) 415-3846
Email: David.Gluck@MavTV.net

For Distribution Sales:

Doug Jost
SVP, Sales & Marketing
Ph: (972) 731-4342
Email: Doug.Jost@MavTV.net

For Marketing Opportunities:

Patrick Jacobs
VP, Sales & Marketing
Ph: (972) 731-4343
Email: Patrick.Jacobs@MavTV.net