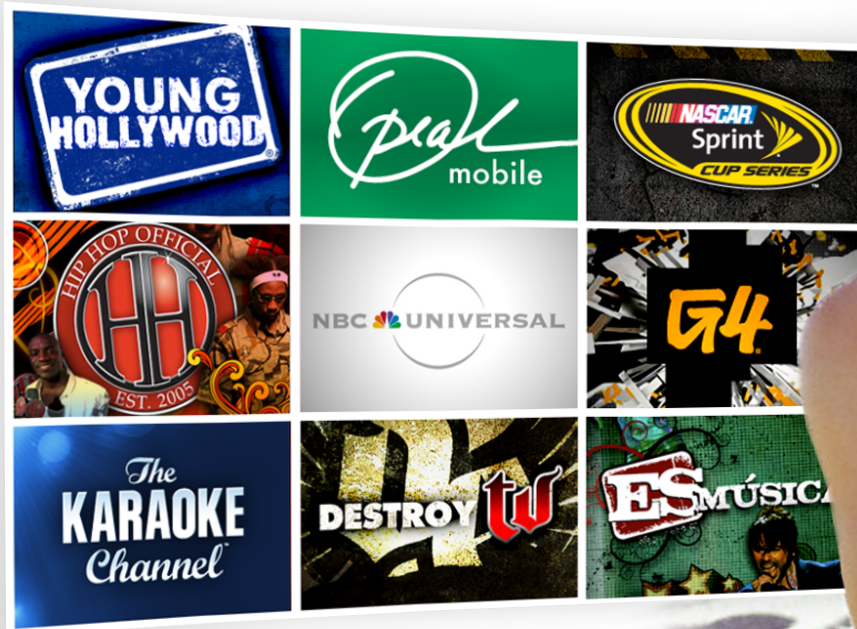




Sprint Exclusive Entertainment



Presented by  October 2010

GoTV provides end-to-end solutions for any device and any screen

We provide strategy, technology, syndication and production solutions

- Develop strategies that leverages partner content
- Build innovative ecosystems that start with customized, rich media, high-function applications and mobile web solutions
- Create innovative video content for all digital distribution points
- Deploy broadly to maximize reach, brand impact and audience

We work with media companies, sports leagues, content aggregators, operators and portals

iPhone

iPad

Windows
Mobile

palm webOS™

BlackBerry

RIM

MOTOROLA

NOKIA
CONNECTING PEOPLE

SAMSUNG

hp
invent

htc
quietly brilliant

brew

ANDROID

Java

LG

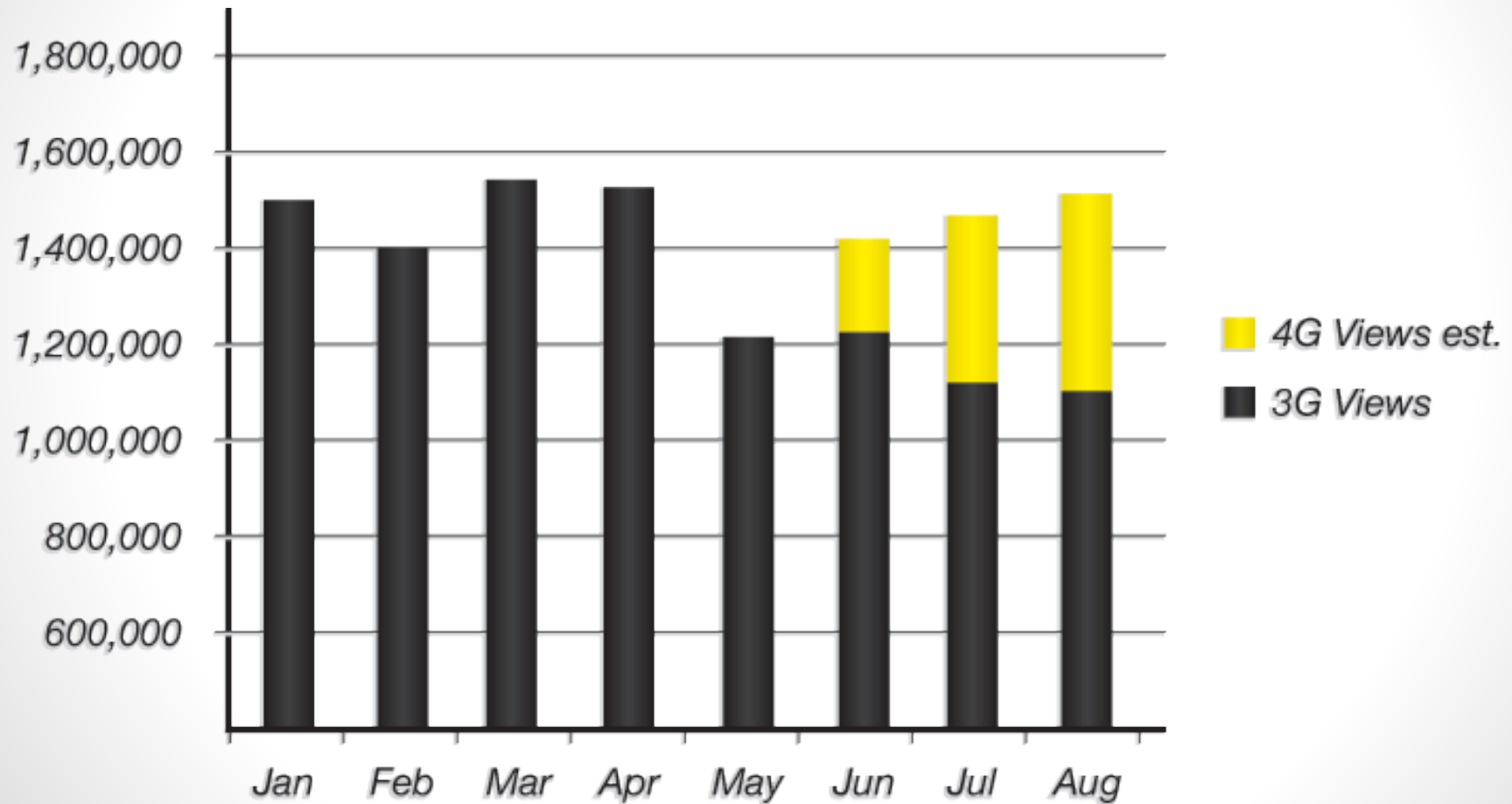
WAP

Growth Through Innovation with Sprint Since 2003



- Breaking New Ground Together
 - Launched First-Ever mobile Multimedia Player
- Expanding Sprint Video & Music Offerings
 - Introducing Compelling Content to Sprint TV
- Influencing the Consumer Mobile Experience
 - SEE Enhances Discovery of all Things Sprint
- Extending Sprint Sponsorship Reach through Engaging Applications
 - Sprint Football Live
 - NASCAR Sprint Cup Mobile™

SEE Views 2010 – Growing with 4G



* 3G views from June – August include estimates for EVO.

The Gateway to the Complete Sprint Experience



- Starting Point for Customer Exploration
 - A place to learn, watch and discover compelling content
- Develops Relationships with Customers
 - The most visible, relevant destination on Sprint TV for repeat viewership
- Spotlights Innovative Products
 - The ultimate vehicle for cross-promotion and up-sell opportunities
- Drives Adoption of Next Generation Data Consumption
 - Ease of use and access to encourage consumers to get more from their device, thus driving new audiences
- Foundation of Growth
 - SEE's expanding consumer base is primed for monetization

Provide a Starting Point to Drive to Other Places

SEE is a safe harbor to create viewership, customer awareness and sales through Sprint storefronts using A+ entertainment partners, brands, artists and original programming

• **Hispanic Initiatives**

- Copa Oro
- Latin Alternative Music Conference
- Billboard Latin Awards



• **Entertainment**

- The Dark Knight
- More Colorful Sweepstakes
- Sprint Sound and Speed, Nascar Sprint Cup Mobile



• **Sprint Initiatives**

- The Green Channel
- Samsung, HTC and LG
- Nutsie and Pandora



- **Sprint Sustainability**
- **Devices**
- **Music**

2011 Sprint Exclusive Entertainment Strategy

1. Continue Music Programming focus
 - Drives viewership
2. Add a Music Countdown show
 - Drive sales
3. Integrate into Retail Point of Sale
 - Engage early
4. Extend the reach out to SM&E Market
 - Educate
5. Build an Application Portal
 - Extend Reach



Extending the Reach



- New services that utilize new platform features
 - Customized experience for specific handsets
- Develop a SEE App for Smartphones
 - Off-deck solution that creates a new entry point into Sprint TV
 - Introduce new customers on other platforms, regardless of carrier
- Create Deeper Interaction with SEE Audience
 - Develop social networking tools to encourage engagement with content
 - Contests, store activities, new devices
 - SEE as forum for expression – creating User Generated section of programming

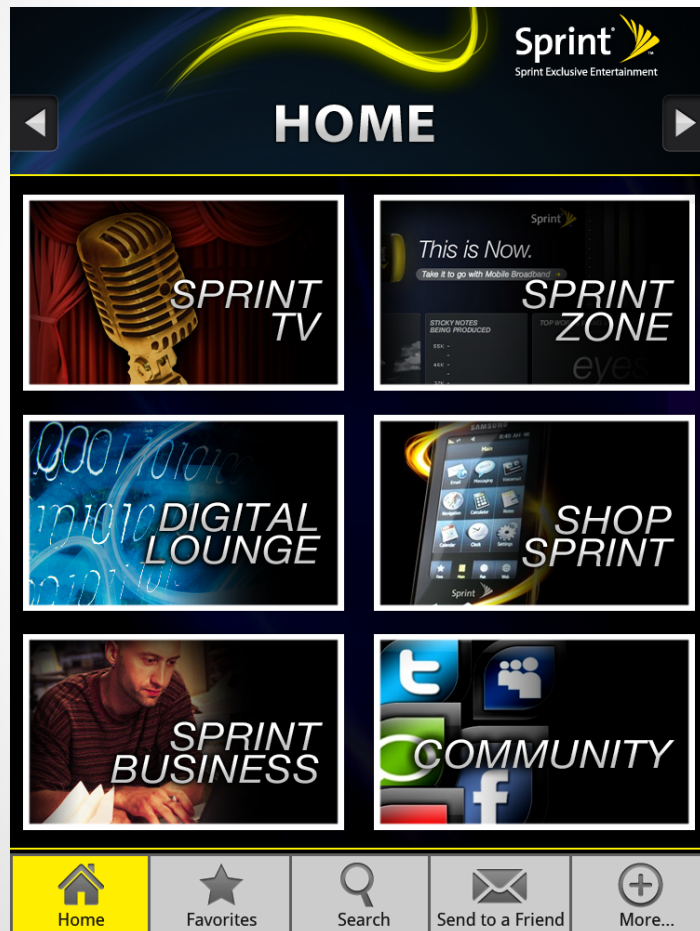
Extending the Reach (cont.)

Sprint



- Extend SEE Programming to Retail Stores to Drive Sales of Sprint Data Services
 - Interact and engage at the point of sale
- Incubate New Channels and Content
 - Program content based on customer response
- Small Business Program
 - Prosumer
 - Productivity tool
 - Business tips, Small business advisor

Application Portal



- Expand SEE to the App Store in order to drive sales of Sprint's music and entertainment products through an entertaining and interactive application
- Develop an application "portal" which will highlight Sprint's entertainment and music products
- Promote awareness and drive customers to destinations
- Serve as a cross-promotional tool for marketing
- Include features and functionality that allows interaction with viewers
- Serve as a template application architecture for other Sprint events and sponsorships

Extending Reach, Maximizing Growth

- Interact
 - Integrate with social environments
 - Connect with consumers at existing destinations
 - Create new entry points
- Engage
 - Customize consumer experience
 - Incubate new programming / product ideas and services
 - Create immediacy of adoption in consumer
- Influence
 - Discover new programs and initiatives
 - Motivate purchase of data services
 - Provide a reason to return



Thank You.

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