



## **B2B-TV SECURES FUNDING TO ACCELERATE TELEVISION SERVICE OFFERING TO COMMERCIAL PROPERTIES**

**LOS ANGELES, June 19, 2007** – B2B-TV, a leading provider of centralized television distribution systems, today announced that it has secured funding from a private investor to expand its footprint in major U.S. markets. With existing agreements to service over 150 million square feet of space in the Western U.S., B2B-TV provides satellite television programming exclusively to commercial office buildings. Terms of the funding were not disclosed.

B2B-TV makes the capital investment necessary to deploy a centralized television distribution system in multi-story commercial properties. Through a distribution arrangement with the nation's leading satellite television service provider, the company offers premium sports, entertainment, news and music programming to businesses.

“With the infusion of new financing, B2B-TV can take advantage of the enormous opportunities in commercial markets,” said Weston Munselle, CEO of B2B-TV. “This segment has been virtually untapped due to the inherent challenges of delivering a television signal within a multi-story building. B2B-TV devised a unique service delivery method that provides a simple and affordable solution for building owners and customers,” Munselle added.

Until now, businesses in commercial buildings had few options for receiving quality television service. Building owners had to balance their tenants’ desires for service with the need to protect the building’s limited rooftop and riser space. Businesses had to obtain approval from building owners to install television service and then make large capital expenditures to deploy equipment. B2B-TV simplifies the process by providing, at its own expense, a fully managed system that has minimal impact on the building and offers a hassle-free and affordable solution for businesses.

### **About B2B-TV**

B2B-TV installs, operates, manages and maintains centralized television distribution systems for commercial office properties. Through a unique arrangement with DirecTV, they deliver hundreds of channels of programming. B2B-TV has agreements to service over 150 million square feet of building space along the West Coast and is expanding east to major U.S. markets.

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