



Outdoor Sport Channel News 247® Launches on the Yamgo Mobile TV Network

London, August 18th, 2010

Yamgo, the global mobile TV network has launched Outdoor Sports Channel®-News 247®, the world's first mobile free-to-view global 24/7 sports news channel and 2e channel from Outdoor Sport Channel Ltd®. The channel comprises of both exclusive sports news and live news coverage from leading broadcasters. Sports fans will be able to keep up to date with the latest international sports news for free anytime, anyplace and anywhere.

Sports enthusiasts can look forward to live daily broadcasts of the latest international sports news, including interviews, highlights and results from the worlds of Formula One, cricket, tennis, rugby, boxing, motorsports, major athletics tournaments and all other major summer and winter sports. In addition sports fans can feast on highlights of football matches from around the world and exclusive interviews with the sport's top players and coaches.

"We are delighted to build our existing relationship with Yamgo as this presents a great opportunity for us to deliver premium live sports news to fans wherever they are. Yamgo's extensive reach across the world and expertise with mobile content delivery will play a key role in our goal to maximize the availability of world-class premier sports programming and expand our audience demographic globally. More of our international sports channels will be launched in the future", said Henk van Meer, Founder and CEO of Outdoor Sport Channel Ltd®.

The twenty-four-hour sports news channel will deliver breaking news to almost all mobile devices, including iPhone, iPad, Android, Nokia, Samsung, Blackberry and Sony Ericsson. Using a 3G or Wi-Fi connection sports fanatics will be able to enjoy the latest headlines, interviews, stories and results from upcoming events such as the new football season, the Paris to Dakar Rally, the Ashes Test Series, the Commonwealth Games, the Ryder Cup, the Rugby World Cup and the 2012 Olympics.

The decision by Outdoor Sport Channel® to make Yamgo their broadcast partner for mobile TV will allow the sports news channel to utilise the extensive global reach of the mobile TV network and will play a key role in maximising access to live sports news on mobile devices.

Ian Mullins, CEO and Founder of Yamgo commented "Outdoor Sport Channel®-News 247® comprises of news coverage of some of the biggest sporting events from across the world, and we're pleased to deliver this world first linear mobile TV channel to mobile devices and it underscores our commitment to provide sports fans with the best mobile TV content" The 24/7 sports news channel adds to an exciting list of sports events carried on Outdoor Sport Channel®-Global wide, including world cup skiing, Formula One, paragliding, mountain climbing, horse riding, hot air ballooning, motor sports, cycling, wake board sports, transalpine-running, the Beach Volleyball World Cup, marathons, air flight days, drag racing, kart racing, surfing competitions, international golf and the Football League.

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Notes to Editors

About Outdoor Sport Channel News 247®

24/7 (the latest) International sports news, trainings, interviews and highlights from F1 races and their drivers up to all football matches and players, cricket, the Olympics, tennis, Football, Paris Dakar Rally and all other winter and summer sports. Each programming "News 247 Today" block of 6 hours consist out of 246 different International sport news items. For more info, please visit

www.outdoorsportchannel.com

About Yamgo Ltd.

Yamgo is a mobile TV network that delivers live TV and video clips to mobile phones worldwide. Consumers use Yamgo to watch free TV on almost any mobile device and share the experience with friends. Media companies, broadcasters and service providers worldwide use Yamgo's unique and end-to-end mobile TV solution to ingest, host, manage, optimise, deliver and monetise live TV and video on mobile devices.

Yamgo's technology platform has been designed to maximise the compatibility across networks and phones. It does this by dynamically adapting video streams to address the different needs of more than 1,000 mobile devices and networks from 2.5G to Wi-Fi. Yamgo delivers the experiences of live television, primetime programming and video-on-demand services on all major device platforms including Java, Android, iPhone, iPad, Symbian and more.

Yamgo was founded in 2005 by Ian Mullins, an expert in mobile TV technology and publishing. Ian led the team from producing made-for-mobile video clips to the development of a carrier grade mobile TV platform specialising in the delivery of real-time linear TV and catch up TV programming. His vision is to deliver free Live TV and video to mobile phones around the globe and empower consumers with access to their favourite TV shows anytime anywhere. Yamgo has offices in Swansea and Oxford and a team of experts from the Mobile, IT and TV industries.

For more information about Yamgo managed end-to-end services and hosted content delivery technology and solutions, please visit: www.yamgo.com