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Yamgo Launches the Outdoor Sport Channel on Mobile Phones with Exclusive Live World Cup TV

Global Mobile TV and Video network Yamgo has teamed up with the internationally recognized Outdoor Sport Channel® to deliver exclusive access to the FIFA World Cup through mobile phones and other top live sports events globally.

The collaboration will deliver a live video stream of the sporting action from the FIFA World Cup in South Africa, to mobile phones across the world, exclusively through Yamgo's mobile TV network.

Alongside exclusive interviews, press conferences and behind the scenes footage from each team participating in the World Cup, the Outdoor Sport Channel® will deliver daily ITN sports news bulletins to allow supporters around the world to stay up to date with the latest from the tournament on their mobile phones.

In addition to the World Cup coverage, sports fans can indulge in programming about world cup skiing, Formula 1, 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, golf and the Football League. Go to http://www.yamgo.mobi/outdoor_sport_channel

The global mobile TV play out service provided by Yamgo will enable mobile phone users throughout the world to access a combination of sports content created by Outdoor Sport Channel's® own production team and independent producers such as ITN, Quattro Media, World of Free Sports, Red Bull, Swatch, O'Neil, Adidas, Dunlop, Stimorol, Columbia, Nissan and Free Ride World Tour.

Henk van Meer, Founder and CEO of Outdoor Sports Channel Ltd© commented "*As we prefer and like to expand our distribution for Outdoor Sport Channel®, I'm very keen to find our needs satisfied in a distribution agreement with Yamgo. I'm sure this will provide an excellent new penetration of the mobile TV market so more and more viewers can enjoy our fantastic daily programming including our daily live broadcast from the 2010 FIFA World Cup football South Africa.*"

Yamgo CEO and Founder Ian Mullins added, "*The outdoor sport channel covers some of the best live sports events and behind the scenes interviews and news. This sports coverage is now accessible to almost all mobile phone users throughout the world and compliments Yamgo's existing live TV and video channels.*"

Yamgo's free live TV and video service provides almost all mobile consumers with the highest possible picture quality using the existing video player in the user's mobile phone and does not require any additional software or application download.

Yamgo operates optimised streaming that adapts the picture quality to the available network connectivity, minimising any buffering and providing a viewing experience even whilst on the move. Sports fans worldwide can register with Yamgo today at <http://www.yamgo.mobi> and enjoy immediate access to the extensive sports broadcasting.

Press Release

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Notes to Editors

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 publish, distribute 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. Visit www.yamgo.com for more information.

About Outdoor Sport Channel®

Outdoor Sport Channel® is a unique 24 hour global sports television network, featuring a vast array of outdoor sport, ITN news and the 2010 FIFA World Cup Football, many exclusive. Programming is distributed via satellite, cable, IPTV-Set-top Box, Internet portals, mobile platforms, and the channel's own set-top-box.

Outdoor Sport Channel® has English language programming with subtitles or voice-overs when needed, as well as offering its programming in a variety of different languages, allowing broadcasters to localize the content.

For more information, please visit www.outdoorsportchannel.com