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Press Release

BroadbandVideo, Inc. awarded multimedia Emmy for web-only motorcycle show.

Weekly free webcast for Motorcycle enthusiasts uses many television-like features PLUS audience members can participate using inexpensive home web-cams.

Greenwood Village, CO July 20, 2009: **BroadbandVideo, Inc.**, the Front Range's premiere streaming video company is pleased to announce that the original web-only, motorcycle show **KickStartTV** was recently awarded an Emmy from the National Academy of Television Arts & Sciences (Heartland Chapter) at ceremonies this past weekend.

While the recent surge in public interest around motorcycling has been stoked by a plethora of broadcast and cable shows (*American Chopper*, *Great Biker Build Off*, *USA Biker Nation*) most of these programs have relied on the traditional broadcast model. **KickStartTV** uses new advances in popular internet technology to allow viewers to "join in the conversation" as well as actually being seen as part of the video content.

"We're totally excited to be a part of this new type of broadcasting" states show host **Warren Fuller** "Guys can literally hold up a transmission to the camera and say 'Who out there can help me with this?' and they'll get response. It's amazing." Mr. Fuller hosts the show along with a mysterious figure known to the audience as "**Trash**". Together they review custom motorcycle pictures submitted by viewers, make editorial comments and converse with the audience via Skype and a chat interface.

BroadbandVideo, Inc. has been a leader in internet webcasting technology in the Denver area for over eight years now. With clients numbering in the hundreds including **Dex Media**, **The National Multiple Sclerosis Society** and **Altitude Sports**, the introduction of this type of programming represents a departure from the traditional delivery services normally performed by **BroadbandVideo, Inc.**

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“They came to me with a great idea and asked if we could develop technology that was easy to use, already in place and would add in terms of information and entertainment value – and I said ‘I think we can do that. This sounds like a helluva lot of fun!’ and from then on it’s been a non-stop brainstorming session that really changes the way people can look at talk-show like programming” says **Jonathan “Jock” G. Mirow**, Co-founder of **BroadbandVideo, Inc.** “People are fascinated by the idea of total interactivity – it’s been promised by entertainment companies for years, and for the most part – it’s been a real failure. This just works because it plays on software that’s already in place. We’re not inventing a new technology; we’re just re-arrange old technologies to create something new and exciting.” states **Mirow**.

The **Emmy Award** represents the culmination of close to a years’ worth of webcasting in relative anonymity for the show – one of five shows currently webcast out of the newly created **Studios at BroadbandVideo, Inc.** This studio environment has been created to take advantage of recently declining revenues is traditional service provider roles for streaming media companies, replacing it with a more robust broadcasting model as the internet continues to challenge **Broadcast Television** for advertising revenues.

About KickStartTV:

KickStartTV is a full hour web-cast only show presented by BroadbandVideo, Inc. from their Greenwood Village offices. Please visit www.KickStartTV.com for more information or to view archives of past shows.

About BroadbandVideo, Inc.:

BroadbandVideo, Inc. is a full service streaming media provider offering hosting, customized players, management frameworks and in-house video encoding from a variety of formats. Most recently they have announced the opening of new, in-house studio facilities enhanced by economical advertising creation solutions and innovative multimedia features. For more information and to view technology demos, please visit us online at <http://www.broadbandvideo.com>.