



FOR IMMEDIATE RELEASE

A+ Prepares for Danish Cable IPTV Launch in Ishøj using GoBackTV's CMTS Bypass Solution

Menlo Park, CA, May 28, 2008 -- GoBackTV, the innovative supplier of digital video headend and edge solutions, today announced that the A+ Group has begun taking subscription orders for Cable IPTV service in Ishøj, Denmark, in preparation for its commercial launch early next month. The service uses GoBackTV's GigaQAM® IP to extend FastTV IPTV services over the Ishøj "antenna society" facilities, and currently includes up to 50 standard definition and 2 high definition channels.

"A+ and officials of the Ishøj community are very happy with the new services," said Henrik Lind, A+ CEO. "Integration with existing network and FastTV components was done quickly, and GoBackTV was very responsive to our needs during installation and network optimization."

GoBackTV's Cable IPTV solution uses CMTS bypass technology to deliver switched IPTV to DOCSIS® 1.1, 2.0, and 3.0 cable modems efficiently and affordably, without wasting valuable upstream channel bandwidth. The solution comprises the GigaQAM IP (CMTS core and upstreams), GigaQAM (edgeQAM), and RetroVue® Application Server (resource manager).

"We are proud to support A+ as they continue to build on their introduction of FastTV channels over cable last fall," said Bill Gallagher, vice president of sales at GoBackTV. "We look forward to helping them introduce additional services in the future."

GoBackTV is co-exhibiting in the Verimatrix booth, #B48 Hall 10.2, at ANGA 2008, May 28-30, in Cologne, Germany. Also, Bill Gallagher, GoBackTV VP Sales will be speaking on the Advanced Services over IP Backbones panel at ANGA on May 29.

About GoBackTV -- GoBackTV's RetroVue® System enables operators to deliver advanced television services over cable, copper and fiber. Capabilities include cable IPTV, VoD, switched digital video, time-shifting, and startover. The RetroVue System consists of independent components with support for MPEG2/MPEG4, centralized and distributed architectures, and both CBR/VBR video streams up to 20Mbps. Components co-exist gracefully with legacy equipment. For more information about GoBackTV and its digital video headend solutions, visit www.gobacktv.com.

About A+ -- The A+ Group sells data and telecommunications on a retail and wholesale basis. The primary focus is on the supply of broadband, telephony and TV signals for antennae and housing associations. This is done through the Group's own infrastructure based on a country-wide fibre-optic network, FWA and radio chain licenses and ISO-certified telecom operator status. A+ Holding also owns 49% of the shares in FastTV A/S, which supplies internet, telephony and TV signals in the electricity companies' fibre networks. In the last three years, the A+ Group has grown by more than 30% p.a. within its core business area and had more than 65,000 active customers, and connected to 130,000 households at the end of 2007. The Group is Denmark's third-largest provider of broadband to households that are connected to a cable TV network. For more information, visit www.aplus.dk.

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CONTACTS

GoBackTV

Rei Brockett, Marketing: +1.650.473.1285 x106 or brockett@gobacktv.com

Axel Ollrogge, Sales: +49 30 8470 8340 or axel@gobacktv.com

A+

Henrik Lind, CEO: +4525265000 (mobile) or hl@aplus.dk