



FOR IMMEDIATE RELEASE

Ridgeville Telephone Company Delivers Cable IPTV Using GoBackTV's CMTS-Bypass Technology

Ridgeville Corners, OH, March 6, 2009 – GoBackTV, the innovative supplier of digital video headend and edge solutions, today announced that RTEC Communications, a division of Ridgeville Telephone Company, has deployed IPTV over cable using GoBackTV's GigaQAM® IP cable IPTV solution.

"The GigaQAM IP lets us expand our HFC cable video services by leveraging our existing fiber-based IPTV services," said Ken Miller, General Manager at RTEC. "We especially like the fact that the GigaQAM IP enables us to use the same CPE/STB for our FTTH-based IPTV customers and our HFC customers, which simplifies the installation process for our technicians. It also works seamlessly with our existing IPTV middleware and conditional access vendors."

"The current deployment delivers multiple channels of MPEG2/MPEG4 content in parallel with our analog service. One very useful feature of GoBackTV's cable IPTV solution is its switched digital video capability, which helps reduce bandwidth demands," said David Gobrogge, Assistant Manager.

"RetroVue's versatility and modularity make it well-suited to a variety of transport solutions," said Bill Gallagher, vice president of sales at GoBackTV. "We are pleased to be able to help RTEC unify their video services across their telco and cable subscriber base, at a very affordable price."

Visitors to stand 1103 at the Rural Iowa Independent Telephone Association (RIITA) Conference and Expo in Des Moines, March 10-11, can see a demonstration of GoBackTV's MyRV Portal HTML-based middleware. The entire RetroVue solution will be on display at stand 322 at the IPTV World Forum in London, March 25-27.

About GoBackTV – GoBackTV delivers the digital headend solutions that television service operators need to rapidly introduce, quickly scale, and efficiently support the newest generation of digital video services. GoBackTV's RetroVue suite of products enables operators to cost-effectively support a wealth of stream-based personal-TV applications, including IPTV over cable, switched broadcast, time shifting, VoD, Startover, Lookback, and network PVR. For more information about GoBackTV, please visit <http://www.gobacktv.com>.

About RTEC Communications – RTEC was formed in 1990. It is a wholly-owned subsidiary of the Ridgeville Telephone Company, and provides CATV services to the community of Ridgeville Corners, OH. In 2000, RTEC upgraded its existing one-way coax plant to a HFC 870 MHz two-way cable delivery system in the communities of Archbold and Ridgeville Corners, which now delivers analog video, internet access, and telephone services. In 2005, The Ridgeville Telephone Company began its 10-year FTTH (fiber to the home) project which will transition all rural Ridgeville's current ILEC Telephone customers from copper to fiber when completed. This system enables rural customer to receive the same "Triple Play" products townspeople have received for years.

CONTACTS

Rei Brockett, Marketing: +1.650.473.1285 x106 or brockett@gobacktv.com
Bill Gallagher, Worldwide Sales: +1.925.246.5761 or billg@gobacktv.com