



FOR IMMEDIATE RELEASE

A+ and GoBackTV Partner to Extend IPTV Services in the Danish Cable Market

Menlo Park, CA, November 16, 2007 -- GoBackTV, the innovative supplier of digital video headend and edge solutions, today announced that A+ A/S will use GoBackTV's GigaQAM® IP to offer IPTV services to the Danish cable market.

"The GoBackTV CMTS-Bypass solution allows us to extend our FastTV IPTV service to cable operators as well as our traditional fibre and DSL customers," said Henrik Lind, A+ CEO. "We have looked at many alternatives, and CMTS-Bypass is the best fit for cable IPTV."

During trials this past summer, A+ verified that GoBackTV's Cable IPTV solution interoperates transparently with the existing FastTV components, including middleware, set top boxes, and conditional access.

"GigaQAM IP lets operators deliver IPTV over cable affordably and efficiently, without wasting valuable upstream channels, and using economical DOCSIS® 1.1 and 2.0 cable modems," said Dave Baran, president of GoBackTV. "We are pleased to help A+ introduce the benefits and advantages of FastTV to their cable associates."

A+ will be demonstrating features of the GoBackTV RetroVue® system at the FDA (Danish Cable Television Association) Annual Meeting and Trade Exhibition, November 16-17, 2007, in Vingstedcentret near Vejle in Jutland.

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 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 50,000 active customers at the end of 2006. 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.

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