



FOR IMMEDIATE RELEASE

GoBackTV Supports Melita Cable Advanced Video Services at Mater Dei Hospital

Menlo Park, CA, November 2, 2007 -- GoBackTV, the innovative supplier of digital video headend and edge solutions, today announced that Melita Cable will use GoBackTV's RetroVue® system in its installation at the recently opened, 825-bed, state-of-the-art Mater Dei Hospital in Msida, Malta. Melita will be providing the bedside entertainment system, consisting of specialized terminals that deliver telephony, internet and email, games, radio, and a range of video services.

"Melita Cable is honoured to have been chosen to provide such an important service to Mater Dei, and to have the opportunity to make patients' visits a more pleasant experience," said Philip Micallef, CEO of Melita Cable. "GoBackTV's RetroVue system is a key differentiating component of our video solution."

Not only will patients at Mater Dei be able to choose between basic and premium television packages, but they will also be able to pause shows to accommodate interruptions for medical procedures, and even restart shows that began while they were away from their beds. In addition, patients can access pay-per-view movies and educational videos on demand.

"By architecting our RetroVue system to be used in edge deployments as well as centralized configurations, we are able to make advanced television services affordable for systems of all sizes," said Dave Baran, president of GoBackTV. "We are proud to be a part of Melita's solution for Mater Dei Hospital."

GoBackTV will be demonstrating features of the RetroVue system in stand #14 at the IPTV World Forum Middle East & Africa, November 5-6, 2007, in Dubai.

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, please visit www.gobacktv.com.

About Melita Cable – In 1991, Melita Cable was awarded an exclusive license to provide cable television service to Malta and Gozo. Since then, Melita has grown and flourished at a remarkable rate, now serving over 100,000 homes – a market penetration of over 77%. Melita's success is based on both the quality and range of the services it offers. In addition to broadband cable access, Melita offers over 70 different channels ranging from news and entertainment to movies, sports and educational programs and in 2006 launched its telephony service.

CONTACTS

GoBackTV

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

Pascal Maldonado, Sales: +33.608031543 or pascal@gobacktv.com