



movy.tv open for beta testing **A revolution in mobile sharing has arrived**

Toronto, ON - March 7, 2007 - Movidity Inc. today announced movy.tv, the world's first truly mobile video sharing service, is now open to the public for beta-testing. movy.tv puts the power of mobility into the hands of consumers, revolutionizing the way multimedia content is shared and distributed on a global scale.

As with other popular video sharing websites, such as YouTube®, movy.tv members can share video and audio media with other Internet users. However, movy.tv goes beyond traditional video sharing by taking live streaming and archived media, adding interactive capability and making it available on-demand to millions of mobile devices, worldwide.

“Combining social networking with mass broadcasting, movy.tv empowers almost anyone to mobilize their own multimedia and share it with the world,” said Mauro Lollo, CEO of Movidity. “After laying the groundwork for movy.tv, we look forward to working with consumers, content partners and mobile network operators around the world to create a global user community.”

Any Internet user can join movy.tv for free* and start uploading multimedia content. In addition to being viewable on the web, the content is automatically “transcoded” using Movidity’s patent-pending mobile media system. For mobile viewing, users simply download the movy.tv mobile player using a compatible cell phone or PDA*.

movy.tv members will also have access to commercial content and specialty channels from independent broadcasters all over the world. Corporate enterprises can join movy.tv on a subscription basis and leverage a new way to communicate with customers and distribute information to staff. Content owners and broadcasters can use movy.tv’s “branded portals” to offer media directly to mobile consumers.

“Movieola-The Short Film Channel was the world’s first exclusive destination for short film content, and mobile distribution is the next step in ensuring we remain a leader in a multiplatform universe,” said Romen Podzyhun, President & CEO, Movieola-The Short Film Channel. “With films from all over the world, we look forward to leveraging this unique platform to reach users around the globe.”

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“Partnering with movy.tv allows The Fight Network to deliver hard-hitting action to a broader fan-base around the world,” said Mike Garrow, President, The Fight Network, North America’s first and only all combatant sports and entertainment channel. “This unique platform presents terrific possibilities for new applications and revenue models. We’re excited to join movy.tv and public users around the world, in revolutionizing the way multimedia content is distributed.”

The movy.tv website and mobile media player offer a range of features, including private user groups, email / SMS notification, user referrals, media tagging, search capability, time-shifting and viewing controls (pause/rewind/fast-forward). Additional capabilities, such as click-through advertising, audience participation, and mobile capture/upload, are also built into the system and will be activated in the future.

movy.tv is compatible with a wide range of cell phone, Blackberry and PDA* devices. At its current stage of development, movy.tv is most compatible with global GSM networks. Though membership to movy.tv is free*, mobile users will incur standard data rate charges and an unlimited data plan is recommended.

For more information, and to join, visit www.movy.tv. Users can send feedback directly to movy.tv at contact@movy.tv.

About Movidity™

Movidity is bringing the future of multimedia to the mobile world, today. Movidity’s™ unique technology provides interactive video and audio-on-demand to mobile devices worldwide. Movidity™ is the creator of movy.tv, the world’s first truly mobile media sharing system. More information on Movidity™ is available at www.movidity.com.

*Users are responsible for all charges by their wireless carrier. movy.tv strongly advises the use of unlimited data volume plans.

Movidity’s™ technology supports a wide range of cell phones with browser and java/midp2 capability. Blackberry 8100/8700/8800 are also supported. Support for Windows Mobile and Palm O/S PDA devices is targeted for May 2007. CDMA and other mobile network operators may require digitally signed applications,, possibly limiting functionality or preventing the movy.tv media player from installing.

Mobile user experience can vary significantly and is subject to load, Internet conditions, mobile network type and mobile device capabilities

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