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CONTACT:
SUMMIT STUDIOS
6083 N Fig Garden Drive, Suite 193
Fresno, CA 93722
Phone: 559-970-8007
Fax: 559-271-7517
Email: badbreedtv@hotmail.com
Web site: www.badbreed.tv

Bad Breed TV Signs Exclusive Web Pay-Per-View Deal with BroadbandVideo

Fresno, CA - September 30, 2003 – Bad Breed TV has signed an exclusive web pay-per-view agreement with BroadbandVideo, a Colorado based streaming media company. Through this exclusive agreement with BroadbandVideo, Bad Breed TV will be able to provide video news reporting of mixed martial arts using live and on-demand Internet Pay-Per-View video.

Bad Breed TV will provide on-site production and necessary source encoding and Broadband Video will provide the back-end bandwidth, distribution, rights-management and ecommerce required to provide regular and consistent video coverage of American mixed martial arts.

Bad Breed TV just completed the first American Fighter Tour, covering 16,000 miles, 27 states and many of America's top promoters and schools. "This country has incredible fighters and promoters and each are producing amazing talent and excitement," says Bad Breed TV producer John Pack. "This is just one more way to get our sport out to the public."

"We are extremely pleased to provide this cutting-edge pay-per-view technology to our partners at Bad Breed TV. Using our new DataFlix pay-per-view website to expand the audience for this growing sport, viewers will be treated to some of the highest quality streaming available on the Web," added Denny Reinert, VP Sales and Marketing for BroadbandVideo.

Bad Breed TV: American Fighter Tour #2 is scheduled to begin on October 17th from World Extreme Cagefighting at the Palace Indian Gaming Center in Lemoore California and ends December 19th from Freestyle Fighting Championships 7 at The Beau Rivage Resort and Casino in Biloxi Mississippi.

ABOUT BAD BREED TV

Bad Breed TV is a monthly DVD magazine covering mixed martial arts throughout North America and is distributed retail, online and direct to its subscribers.

ABOUT BROADBANDVIDEO

BroadbandVideo is a full service streaming media provider offering hosting, encoding, customized video players, management frameworks and pay-per-view functionality. For more information and to view technology demos, please visit us online at <http://www.broadbandvideo.com> or <http://www.dataflix.com>.

For information on Bad Breed TV or The American Fighter Tour, call 559-970-8007 or email: badbreedtv@hotmail.com.