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BroadbandVideo announces DataFlix.com
Streaming Pay-Per-View Site is unique on the Web

Englewood, CO – July 29, 2003 – BroadbandVideo, a full service streaming media provider today announced DataFlix.com, a new website that provides consumers access to a library of pay-per-view streaming video across a wide variety of subject matter. Business, Home, History, Outdoors as well as Live Events are just some of the many categories offered by DataFlix.

“With DataFlix, we are bringing hard to find video content all together in one convenient website,” said Denny Reinert, VP Sales and Marketing for BroadbandVideo. “If you want to learn how to fix a leaky faucet or dribble a basketball, we hope to have it all available on DataFlix. There is no subscription required, you just pay as you go for what you want to watch.”

Content owners will find DataFlix valuable as well. Jerry Presley distributes his “Climb The Rockies” video series on VHS, but now has a new distribution channel on the web. “DataFlix provides a whole new sales channel for my videos online and the added exposure is sure to help sales of my VHS tapes and DVD’s,” says Jerry. “And free previews with most videos allow my customers to get a taste of what they are buying beforehand.”

Designed around a unique business model, DataFlix provides for innovative collaboration between content owners, viewers and affiliates. DataFlix is currently seeking content owners and potential affiliates to help build their library and traffic.

About DataFlix

DataFlix is a division of BroadbandVideo focused on streaming pay-per-view for consumers. Video content across a wide variety of categories is presented in an easy-to-use interface. Visit us at <http://www.dataflix.com>.

About BroadbandVideo

BroadbandVideo is a full service streaming media provider offering hosting, customized video players, management frameworks and in-house video encoding from a variety of formats. For more information and to view technology demos, please visit us online at <http://www.broadbandvideo.com>.

About Climb The Rockies

Climb The Rockies is a video trail guide to the Colorado Mountains. Take a tour through twenty of the most exciting and beautiful 14'ers in the Colorado Rockies. Each video trip is an invaluable planning resource, with all the information you need to conquer the fourteener of your choice. Visit <http://www.climbtherockies.com>.