



Who's
Watching TV



FYI TELEVISION AND WHO'S WATCHING TV PARTNER TO PROVIDE TELEVISION LISTINGS INFORMATION TO THE COMMERCIAL MARKETPLACE

Who's Watching TV announced today that they will work with FYI Television to integrate FYI Television's listings, program schedules, and their related description information to certain market segments. FYI Television is a leading provider of customized TV listings information to cable guides, Telco's, Syndicators, Newspapers, Media Buyers, TV Stations, Online Portals, and services for print online and onscreen. FYI Television's information technology systems offer its clients reliable, accurate, up to the minute updates with quick turn-around times that are unmatched by any other data source.

"What's exciting about this announcement is that it is more than just a bundling partnership," said Steve Knapp, General Manager and Founder of Who's Watching TV. FYI Television offers a high quality, updated daily, accurate television data experience for Who Watching TV clients with the rich functionality being introduced from Who's Watching TV online applications. "The combination of our companies will offer a new level of media freedom and control for the customers."

Who's Watching TV will incorporate FYI Television schedule information into its proprietary software systems for use by various companies in the commercial market. Steve Knapp, General Manager, of Who's Watching TV states, "We are looking forward to a very beneficial relationship with FYI Television. This relationship allows us to provide some unique services that are not currently available in the market place. We have the highest regard for Chris Stark, President of FYI Television and his company. FYI Television has been very responsive to our needs and has a solid reputation with its clients. Its product offerings and its customer service is second to none. We are proud to be associated with FYI Television and we look forward to providing services that will have great utility for our current and future clients."

Christopher S. Stark Sr., President & CEO of FYI Television, Inc. states that "In my 35 years in publishing and television database technology, we have chosen to work with Who's Watching TV based on the impressive tools they offer for accessing ratings data and television program scheduling information in a simple user-friendly format that is updated daily to meet all of its users needs."

ABOUT FYI TELEVISION

FYI Television, Inc. is the current leader of advanced technology in television program scheduling throughout the United States. FYI Television is located in Grand Prairie, Texas, and provides information and program listings for print, online and onscreen companies. FYI Television supplies cutting edge applications designed to enhance the overall user experience by providing the most up to date television information possible. Overall, the information supplied by FYI Television reaches over 30 million viewers daily.

FYI Television's client list includes companies that use television schedules and program descriptions for print, online, and onscreen products. Some of the companies that use FYI Television's television schedules are: AT&T, Microsoft, MeeVee, Real Networks, Charter Communications, CNHI, Comcast, Freedom, Gannett, Horizon, Insight Media, McClatchy, Morris, NY Times, Scripps, Time Warner Cable, Verizon, and Viamedia as well as many other daily and weekly newspapers throughout the United States.

For information regarding FYI Television and their product offerings contact Chris Stark, President, at 817-701-2172 or Nat Mansell, Vice President Data Solutions, at 817-701-2178 or visit www.fyitelevision.com.

ABOUT WHO'S WATCHING TV

Who's Watching TV, is a leading provider of ratings and schedule information in the commercial market place. With over 20 years of technological expertise and effective creation of services using audience measurement data and program schedule information, Who's Watching TV has proven technology for use in the commercial realm.

For a demonstration of services, please contact: Steve Knapp, General Manager, in Orlando, Florida at 407-521-6966 or visit www.whoswatching.tv.

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