



PRESS RELEASE

Embargoed for release on Nov 27, 2011 at 8 AM EST.

Mela announces a strategic partnership with Telugu Magic TV

Expands its service offering for the Telugu diaspora worldwide

Santa Clara, CA, Nov 27, 2011 – Mela, a global consumer entertainment service with one of the largest aggregations of premium South Asian video content has formed a strategic partnership with New Jersey based Telugu Magic TV (“TMTV”), which specializes in serving the entertainment needs of the large Telugu community in North America.

Mela has strengthened its regional content offering for the Telugu community through this partnership with TMTV. TMTV will distribute its 11 new live television Telugu channels on the Mela service, joining Mela’s increasing list of premium content partners from South Asia.

As part of this multi tiered arrangement, Mela will also acquire TMTV’s set top box subscribers. These subscribers will have the opportunity to migrate to Mela and enjoy one of the best available Telugu programming slates in the marketplace. This will include Mela’s Telugu live television plan, unlimited streaming of hundreds of hit Bollywood and regional movies, with first ever streaming in high definition, and over 20 premium complimentary TV channels. All migrating TMTV subscribers will get Mela’s award-winning HD set top box. They will also be able to sample the Mela service through a 21-day risk-free trial.

In addition, TMTV will act as an online distributor for the Mela service to the Telugu Diaspora.

Announcing the partnership, Sab Kanujia, General Manager of Mela, said, “this partnership re-affirms Mela’s commitment to offering quality, premium entertainment to the Telugu community. TMTV is one of the original providers of Telugu content, which will further enhance Mela’s already strong Telugu language programming. We are excited to welcome Telugu Magic’s subscribers to Mela as we continue to successfully execute on our global strategy to become the largest aggregator of premium South Asian video content.”

Echoing the sentiment, Srinivassa Daggubati, Managing Director at Telugu Magic TV said, “TMTV has been committed to delivering a strong bouquet of entertainment to

the Telugu diaspora worldwide. We are excited to join hands with Mela, whose growing distribution network and commitment to quality service will provide us a significant boost to expand our reach.”

About Mela:

Mela is a multi-platform entertainment service that provides consumers worldwide one of the largest collections of premium South Asian video content. Mela brings together content from diverse sources by combining dozens of live television channels covering news and entertainment, hundreds of hit Bollywood and regional movies, with first-ever streaming in high-definition, and hundreds of independent films and selected premium videos from the Internet. Mela’s content partners include several premium film studios and television networks including Sun TV Network, Yash Raj Films, Eros International, ETV Network, Shemaroo Entertainment, to name a few. The Mela service is currently available directly on consumers’ television through Mela’s high-definition set-top-box. Mela plans to soon roll out its service on major devices including tablets, PCs, Internet connected televisions, video gaming consoles, phones, Internet connected Blue-ray players, and other over-the-top devices. Mela is owned by Verismo Networks, a Silicon Valley based company that offers business customers worldwide solutions to bring seamless convergence of IPTV linear channels, video-on-demand, Internet videos, social networking and personal media playback directly to consumer’s television. Verismo is backed by Intel Capital. To learn more about Mela, please visit www.mela.com. To learn more about Verismo Networks, please visit www.verismonetworks.com.

About Telugu Magic TV:

Telugu Magic TV is a New Jersey based aggregator of Telugu language movie and TV content catering to the underserved entertainment needs of the Telugu community in North America. Its streaming service is now available both on the Mela HD set top box and the Roku box.

For details on Mela, please contact:

Pankaj Bhushan

VP Marketing

pbhushan@mela.com

For details on Telugu Magic TV, please contact:

Srinivassa Daggubati

Managing Director

dsp@synerzy.com

Media Relations Contact:

Teena Touch PR

teena@teentouchpr.com