



NEWS RELEASE

Cowles Company Enters Long-Term Agreement with LiveU

Hackensack, NJ, March 13th, 2013 – [LiveU](http://www.liveu.tv) (www.liveu.tv), the leader in portable live video-over-cellular solutions, has penned a long-term agreement with Cowles Company to power the company's ENG (electronic newsgathering) operations with its live, video-over-cellular transmission technology. LiveU's flagship LU70 backpack solution will be deployed at 10 television stations in California and Washington.

"KHQ-TV, our NBC affiliate in Spokane, began using LiveU a little over a year ago, giving us the ability to transmit live from places no one else in our market could," said Neal Boling, KHQ-TV's Executive Director of Content/Operations. "In addition to utilizing this cutting-edge technology for weather, sports and post-game coverage, we've dubbed morning show talent Matt Rogers the 'LiveU Powered Action Cam,' as he takes suggestions from viewers on where he should broadcast from. One unique example, which we successfully pulled off, was having Matt live on-air while dog-sledding."

"The stellar results that KHQ-TV has had relying on LiveU as a high-quality ENG tool led the other stations in the group to add our technology to their newsrooms," said Mike Savello, VP Sales, LiveU. "Our proprietary internal and external antenna arrays provides a dependable, broadcast-quality signal with sub-second latency, which is key in a live newsgathering operation."

LiveU's flagship LU70 product is the industry's first bonded 3G/4G LTE backpack with proprietary RF technology for superior resiliency, up to 1080 HD video and sub-second latency for a satellite-like experience.

About Cowles Company

Cowles Company is comprised of KHQ Incorporated and Cowles California Media. KHQ Incorporated includes KHQ in Spokane, KNDO in Yakima, and KNDU in Tri-Cities, as well as SWX, a 24-hour local sports and weather channel dominating Eastern Washington and Northern Idaho. Cowles California Media consists of KION in Salinas as well as KCOY in Santa Maria, Telemundo 23, and The Central Coast CW.

About LiveU

LiveU is the pioneer of broadcast-quality, video-over-cellular solutions that allow live video transmission (HD and SD) from any location around the world. With top-tier customers in 60+ countries, LiveU's solutions have been used for breaking news and high-profile events,

including the 2012 US Presidential Campaign, London 2012 Olympics, Hurricane Sandy, 2011 British Royal Wedding, GRAMMY Awards®, NBA and Super Bowl. From backpacks to smartphones, LiveU offers a complete range of devices for live video coverage. LiveU's solutions include multiple 4G LTE/3G, HSPA+, WiMAX and Wi-Fi cellular links, which are optimized for maximum video quality based on the available network conditions.

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