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VELOCITY Broadcasting Changes How Music and Fashion Enter the Marketplace, Launches FIRST SPIN

– New Live Performance Platform will Revolutionize the Way the World is Entertained –

PITTSBURGH, May 11, 2010 — Pittsburgh-based [VELOCITY Broadcasting®](#), the largest global, private High-Definition broadcasting network has launched **FIRST SPIN**, a live, private performance platform designed as a launch pad for recording artists, record labels and fashion houses. Providing audiences with an all-access pass to see the latest debuts in music and fashion before the rest of the world has a chance to blink, FIRST SPIN events are produced as live, interactive, High-Definition programs that allow the audience to impact the broadcast trajectory as well as ask questions and make comments live on the air.

“FIRST SPIN from VELOCITY Broadcasting is revolutionizing the way fans experience music and fashion. Audiences now have the opportunity to get unprecedented access to their favorite performers and designers,” said Philip Elias, president and CEO of VELOCITY Broadcasting. “FIRST SPIN is up close and personal, eclipsing the traditional concert or event experience by featuring behind-the-scenes, personal access and complete audience integration.”

Audiences can experience FIRST SPIN’s all-access events in VELOCITY HD Digital Suites™, which are located in some of the nation’s top clubs and restaurants – Morton’s The Steakhouse, Maggiano’s Little Italy and the private clubs of ClubCorp. Many are also broadcast into select movie theaters in cities across the world. Through the VELOCITY network, FIRST SPIN events can span 600 locations in the top 200 markets across world.

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FIRST SPIN's interactive capabilities are made possible through the use of VELOCITY's array of audience response tools and technology called Mind Over Matter. From multiple locations across the country and around the world, audiences can engage in live interaction with their favorite performers by calling, e-mailing and texting in questions, comments and discussion points. In addition, Mind Over Matter's dimensional audience polling and response offers a complete infrastructure to create a live, interactive polling component empowering a national or global audience to react and respond, tapping into real-world insight, in real time.

Tickets for all FIRST SPIN events are available through www.VelocityBoxOffice.com, a secure online platform for purchasing tickets to live, interactive, High-Definition events produced by VELOCITY Broadcasting. VELOCITY Broadcasting has produced nationwide live High-Definition events for GRAMMY® winners and jazz legends Wynton Marsalis and Stanley Jordan; EMI classical pianist, John Bayless; and up-and-coming jazz musicians, Matt Savage and Sean Jones.

For more information on FIRST SPIN please visit, www.VelocityBoxOffice.com. To learn more about VELOCITY Broadcasting visit, www.VelocityBroadcasting.com.

About VELOCITY Broadcasting

VELOCITY Broadcasting is the largest global, private High-Definition broadcasting network, and specializes in producing and delivering custom television programming live via satellite to invitation-only audiences at VELOCITY HD Digital Suites located in private clubs, restaurants and hotels in the top 200 markets across the world. Since 2005, VELOCITY has produced powerful HD broadcasts that have reached more than 140,000 key decision-makers with critical information across a wide range of topics while eliminating more than a half a billion pounds of climate-changing gases caused by air travel. For more information, visit www.velocitybroadcasting.com.

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