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Photo Link: www.wallstcom.com/Softel/CanoeandSoftelRFI.zip

Caption: Canoe Ventures selects Softel MediaSphere for RFI campaigns

For Immediate Release

Softel Supports Canoe Ventures'™ National iTV Solutions

PANGBOURNE, England — Oct. 6, 2011 — Softel today announced the company's selection by Canoe Ventures™ as a technology partner in the delivery of its Interactive Television (iTV) solutions. Founded as a joint venture of the leading cable television companies in America, Canoe has created the largest national, interactive platform on television to help marketers, programmers, distributors and viewers extend the curiosity, interest and desire that television creates into the next connected and measurable step.

Today, Canoe's national iTV platform reaches more than 22 million advanced-use digital cable households across multiple operators. Canoe's Request for Information (RFI) product, delivered with the support of Softel's solutions, recently received a prestigious Direct Marketing Association (DMA) Innovation Award.

Softel has worked closely with Canoe since 2008 to provide expertise on iTV playout and to deploy Softel's MediaSphere platform. MediaSphere enables rapid development and deployment of iTV applications including Enhanced TV Binary Interchange Format (EBIF) and for all other major interactive formats. The MediaSphere system has been deployed at multiple programmers to playout EBIF applications in support of Canoe's RFI campaigns, and the system will support in-program interactivity via Canoe's Polling and Trivia products.

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“Softel is constantly evolving its platform to answer the complex technical challenges presented by interactive television,” says Joel Hassel, Canoe Ventures’ Chief Technology Officer. “The company has also demonstrated a commitment to working closely with other iTV ecosystem suppliers to deliver full interoperability, and its in-depth knowledge of U.S. deployments is extremely valuable.”

Softel’s MediaSphere iTV playout platform has a long history of success, with numerous local and national applications deployed. MediaSphere is in daily use in North America by more than 20 major operators, programmers and developers. Encompassing the complete interactive application lifecycle, Softel’s MediaSphere iTV platform is an integrated suite of complementary solutions that enable the delivery of rich viewer experiences. The system enables parallel playout of multiple middleware applications (such as EBIF and tru2way®) from a single unit, providing compatibility with all major U.S. and international interactive standards. MediaSphere is tightly integrated and proven with other leading solutions.

“We are proud to have been selected by Canoe Ventures for their enablement of the largest iTV platform ever created nationally in the U.S.,” says Sam Pemberton, Chief Executive of Softel. “Softel’s MediaSphere already supports the OpenCable Content Definition Format (CoDF) specifying the universal distribution of iTV applications, and it is ready to deliver the next generation of highly evolved interactive applications. We look forward to participating in many more innovative iTV deployments with Canoe Ventures.”

More information on Softel products is available at www.softelgroup.com or www.softel-usa.com, via email at info@softelgroup.com or by telephone at +1 203 354 4602 in the United States or +44 118 984 2151 in the United Kingdom.

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About Softel

Softel is a global leader in key TV and video technologies including subtitling and captioning, interactive TV, MPEG stream processing and multiplexing, opt and ad insertion cuing, and Teletext, delivered through a full range of products, professional services and bespoke development. Based in Pangbourne, near Reading in Berkshire, England, Softel also owns Softel-USA LLC, which focuses entirely on the Americas from its metro New York location. The company also has an impressive network of partners worldwide. With almost three decades of broadcast experience, Softel has built a customer list that encompasses prestigious ‘blue chip’

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broadcasters and major post-production facilities, as well as freelancers and smaller facilities.

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