

Media Excel Joins the FLO Forum and

Pre-Announces the Hera 3200.FLO MobileTV Transcoder Appliance.

AUSTIN, TX, August 30, 2007 – Media Excel, Inc., a leading provider of Transcoding solutions for MobileTV, IPTV & WebTV pre-announced today the arrival of the Hera 3200.FLO later in the year, a MediaFLO compatible MobileTV transcoder for MobileTV solutions, targeted at broadcasters, content aggregators and service providers around the world.

“Media Excel’s 3200m transcoder has become the video compression appliance of choice for major MobileTV operators around the world. We now target to extend our leadership in transcoding solutions for MobileTV by launching a dedicated transcoder appliance for MediaFLO broadcasting”, said Mr. Thanasis Iatrou, President and CEO of Media Excel.” We are very excited to be part of the MediaFLO community. Media Excel and has been working closely with the parent organization of MediaFLO for some time and recently joined the FLO Forum as a key transcoding partner for MobileTV broadcasting. The fruits of our close collaboration will result in a MediaFLO video transcoder solution within our Hera family of appliances” added Iatrou.

“This addition to our Hera family will provide the MobileTV market an advanced multicast multimedia transcoding solution which is designed with the Service Provider in mind and all the fault tolerance, management, monitoring and performance they would expect from such a solution, at a very affordable level”, said Mr. James Meeker, Director of Sales for Media Excel.

About Media Excel, Inc.

Media Excel is the Transcoding Company for MobileTV & IPTV, enabling any content to be displayed on any device through affordable, high-performance transcoding technologies targeted at Telecom, Web and Media Broadcasters. Headquartered in Austin, Texas, Media Excel is a privately held company founded in 2000.

Contact Media Excel at sales@mediaexcel.com or <http://www.mediaexcel.com>.

About the FLO Forum

The FLO Forum is a multi-company initiative committed to advancing the global standardization of FLO™ technology. Composed of industry-leading organizations, the FLO Forum works to develop products and services, based on FLO technology, that enable the delivery of advanced multimedia services to wireless consumers. The FLO Forum is organized to promote the global standardization of FLO™ technology, including compliance and certification benchmarks for the technology.

For more information on membership and the FLO Forum, please visit <http://www.floforum.org>.

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