

Media Excel™ Joins FLO Forum Board of Directors; Furthers Contribution to FLO™ Technology and Next-Generation Mobile Video Delivery

Mr. Jongil Kim, Chief Technology Officer of Media Excel, Joins FLO Forum Board

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LAS VEGAS, NV: Media Excel™, a leader in advanced real-time video solutions, today announced that the company's chief technology officer, Mr. Jongil Kim, has joined the board of directors of FLO Forum, a multi-company initiative committed to advancing the global standardization of FLO™ Technology, which enables the delivery of advanced multimedia services to wireless consumers.

FLO technology is a new air interface with multicasting capabilities designed to increase capacity and reduce content delivery costs to mobile handsets. FLO technology enables mobile users to see and hear high quality video and audio, browse news, sports and weather updates, or watch the stock ticker — wherever they are, anytime, instantly.

Media Excel's line of HERA hardware products enable customers, whether telecom operators, broadcasters, media companies and Internet Service Providers, to efficiently distribute video content using all international standards and over any network interface. The company has developed its products to enable companies to gracefully transition to new technologies, such as FLO.

"We are very pleased to have Media Excel joining the Board of FLO Forum. Media Excel has been a member of FLO Forum since last year and has been actively involved in supporting the FLO Forum launches in Europe and Japan," said Dr Kamil Grajski, president of FLO Forum. "We are particularly excited to have Jongil Kim, CTO of Media Excel, and a leading engineer in the video industry with many years experience in the MPEG & JVT committees, working with us on our FLO Forum technical committee. Media Excel's HERA 3200.FLO video encoder/transcoder product line joins the list of more than three dozen publicly announced demonstrations or products based on FLO Forum specifications and open published standards globally."

"The FLO Forum represents a global initiative in mobile video technology that Media Excel has been very involved with over the past few years. We are pleased to further our relationship with FLO Forum through Jongil Kim's election to the board of directors," said Thanasis Iatrou, CEO of Media Excel. "The mission of FLO Forum is very closely tied to that of Media Excel, which is to efficiently distribute video in a more cost-effective, bandwidth-conscious manner. We look forward to developing our solutions to support the emerging FLO interface."

About Media Excel, Inc.

Media Excel is the Next-Generation Transcoding Company for MobileTV, WebTV, IPTV & Digital Media. Recipient of Frost & Sullivan 2008 Award for Product Innovation. Enabling any content to be displayed on any device through its affordable, high-performance next-generation transcoding technologies targeted at Telecom, Web and Media Broadcasters. Headquartered in Austin, Texas, Media Excel is a privately held company founded in 2000. Media Excel contact: sales@mediaexcel.com or visit 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 promote the development of FLO Technology based products and services by its member companies to 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.

EDITOR'S NOTE: If you would like a photo of Kamil Grajski, president of FLOForum, or Thanasis Iatrou, CEO of Media Excel, please contact Chris Pfaff at chris@chrispfafftechmedia.com or 201-218-0262