



Joint Media Release 30 August 2011

Community FM Radio and Internet TV converged to deliver top rating show to a global audience

With the signing of a reciprocal sponsorship representation agreement, Australia's only and the first gay and lesbian community FM radio station, JOY 94.9 has joined forces with Internet TV pioneer GoConnect Australia to co-produce and promote JOY 94.9's top rating show *The Andy and Adrian* show for distribution to a global audience via GoConnect's IPTV channel uctv.fm.

The Andy and Adrian show is a popular breakfast variety show, hosted by the fun loving and engaging duo, Andy and Adrian, who provide interviews with celebrities, comedy skits, talkbacks, etc that already attracts a listener base of some 300,000 people in Australia and internationally via radio, the internet and the newly created iPhone application. Three pilots of the show will soon be filmed and co-produced by JOY 94.9 and GoConnect for exclusive distribution as a TV program globally via all the IPTV platforms of GoConnect on web TV, on Smartphone TV and on Internet connectable TVs.

David McCarthy, JOY 94.9 President says, "This is a great new partnership for JOY and a great acknowledgement of the work with our dynamic duo, Andy and Adrian. This partnership means more people than ever before will be able to access JOY's program nationally and internationally continuing on with our mission to provide a voice for the gay and lesbian community and break down isolation. All of us at JOY 94.9 are very proud that one of our flagship shows is going to get an even wider audience that is possible via web browsing and iPhone apps. JOY 94.9 is committed to, and excited by this new media opportunity and we anticipate that this will further enhance our accessibility, dynamism and reach."

Richard Li, Executive Chairman of GoConnect says, "Ever since the introduction of Internet to the consumers more than 10 years ago, the world has been talking about convergence of media platforms. The talking is now over. We are delighted to be able to actually deliver the convergence of media between FM radio and IPTV to provide entertainment to a global audience, extending the predominantly

local listener base of JOY 94.9 to a global viewing audience of uctv.fm for the Andy and Adrian show via GoConnect's multiple IPTV platforms.

The audience of 300,000 people who currently listen to the Andy and Adrian show on JOY 94.9, can be expected to be expanded significantly globally via IPTV and, together with advertising representation agreements previously entered into by GoConnect with other third parties, will help propel GoConnect's advertising network towards the 1 million target audience reach during the December quarter of this year. Advertisers and sponsors will benefit from the multiple media platforms that GoConnect represents which will now span across the web, smartphone, Internet connectable TV, to FM radio with opportunities for video commercials, product placements, sponsorships or just plain banner ads."

The Andy and Adrian show on uctv.fm will be available before the end of September 2011 as an on-demand program. The reciprocal agreement with JOY 94.9 expands the two parties' media product portfolio and represents a win-win for both companies.

For further information on this media release, please contact:

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For GoConnect Mr Richard Li on 03 99937000 or visit www.goconnect.com.au and www.uctv.fm