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earthtv.com announces new appointment

1st April 2008, Munich. Earthtv.com's move to 24/7 live coverage of the planet we live on, announced at MIP TV last week, has led to the appointment of Florian Lormes as Director of Sales and Marketing. He will head a team of six charged with growing earthtv.com page impressions, building strategic partnerships and boosting earthtv.com's sponsorship and advertising revenue.

Earthtv.com will build on its growing network of 80 remote controlled cameras around the world to include new geo-content to chart the environmental path of the planet from communities, families, cities, glaciers, coral reefs and wildlife refuges. Each camera will be its own channel and offer the consumer the chance to plug live into the life of the planet as it happens.

Florian Lormes is the owner of Multiplay Music and Marketing and joins earthtv.com from Grid Communications & Media GmbH where he was Managing Director. His previous positions include spells as Business Development Consultant for Grid TV, A&R Director for BMG Munich and Director of BMG Modul.

Thomas M Hohenacker President and CEO of earthtv.com and its parent company Telecast Media welcomed Mr. Lormes to the company and comments: "Florian Lormes has a track record of success across the media industry. His dynamism and breadth of knowledge are an ideal fit for us as we grow the earthtv.com brand and concept."

TELCAST, founded by President and CEO **Thomas M. Hohenacker** in 1985, is one of the leading independent television distribution and production companies in Germany. **TELCAST**'s clients include broadcasters in over 50 countries. **TELCAST's earth television network** is described by one client as 'the biggest TV production studio in the world'. **TELCAST** is at the forefront of technological innovation allowing clients to create unique branded entertainment and reality formats and making the company the world's major LIVE television company. **TELCAST's** unique Double Cam² is the world's first wearable television studio. **TELCAST's BIG NATION** offers clients advanced decentralized easy access television studios and earthTV [see below] offers the world.

earthTV is the most successful daily LIVE programme out of Europe, reaching over 2 billion Television viewers in 200 countries - available in any language and station design, delivered LIVE every hour, 24 times per day. earthTV's spectacular 90 seconds LIVE programming airs on more than 60 TV channels around the world, including CenterTV (Russia), CWTv (China), Al Arabiya (Middle East), France2 (France), Sky Travel (UK), N24 (Germany), SBS (Australia), The Weather Channel (USA) and NDTV (India). earthTV content is also available on selected mobile and 3G platforms, and on airport media. In January 2007 earthTV launched its new online platform www.earthTV.com.

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