



FOR IMMEDIATE RELEASE

MARCO COMASTRI JOINS THE beeTV BOARD OF DIRECTORS

MILAN ITALY --November 5 2010-- beeTV announced today the appointment of Mr. Marco Comastri, Vice President of Microsoft Middle East & Africa, as a director of the board of directors of the company, effective immediately.

"I am very pleased to welcome Mr. Comastri to our Board of Directors," said Rodolfo Hecht, Chairman, CEO & Founder of beeTV. "His broad depth of experience in the ICT and New Media sectors will be of great value to beeTV. We recently entered the US market with a consumer cross-platform service offering that received a very positive feedback and will soon be announcing the closing of a major deal with a leading European broadcaster. We believe that Mr. Comastri's appointment will bring in a strong strategic vision well suited for our plans of growth in the business and consumer markets"

Mr. Comastri commented: "I'm excited to be part of the Company's Board of Directors. I believe beeTV is uniquely positioned to redefine today's TV watching experience thanks to a sophisticated & proprietary technology that will revolutionize the way we consume and enjoy TV content across platforms. I look forward to working with the team to contribute to the company' growth and success in every possible way."

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BeeTV is a TV and movie recommendation service based on proprietary technology designed to help consumers find content that is relevant to them on the television, web and mobile platforms. Founded in 2007 by leading media and forward thinking technologists, BeeTV is headquartered in Milan, Italy, with a technology team in Herzliya, Israel and a business office in San Francisco. The company is backed by Innogest, the leading Italian venture capital firm.

Additional information: <http://www.bee.tv>

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