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## **Tennessee Television and Power & Tel Engage Strategic Relationship to Rapidly Deploy Telco TV**

**MEMPHIS — November 7, 2005** — Tennessee Television Corporation (TTC) and Power & Telephone Supply Company (Power & Tel) today announced that they have combined efforts to deploy TelcoTV in the emerging “triple-play” market. Tennessee Television has already begun its U.S. patented deployment of all-digital television entertainment products to households in the greater Memphis, TN, market place, but is additionally working with Power & Tel’s over 900 client Telcos to partner for providing television content to their customers.

“We are excited about our strategic relationship with Power & Tel because it gives both companies the opportunity to serve and partner with hundreds of telephone companies who are in various stages of their television deployments,” said William Shepherd, President and CEO of Tennessee Television. “Power & Tel’s outstanding reputation and relationship with those companies has already produced an overwhelming response for TTC’s services and partnering models where we can provide the critical television programming relationships necessary to offer robust entertainment packages to subscribers.”

Power & Tel and Tennessee Television have also combined teams to develop end-to-end Certified Delivery Solutions packages for Telco TV hardware for DSL and IPTV deployments. “The companies that we serve are aggressively looking for end to end solutions for providing television services in their markets, “ said Jim Drain, Vice President, Telephone Group for Power & Tel. “With Tennessee Television adding critical content relationships and by our joint efforts in qualifying certified hardware solutions, it simplifies decision making and brings a level of consistent quality to our customers who want to compete with the triple-play of voice, video and data.”

Tennessee Television is a Memphis, TN, based corporation providing television content and content services directly to metropolitan subscriber households as well as to partner telephone companies engaged in the delivery of television over DSL infrastructures. TTC owns and operates a primary television downlink headend facility in Memphis and is launching full DSL television delivery to direct subscribers in and around Memphis, TN. TTC has further negotiated specific IPTV licensing rights with a majority of major television programmers.

Power & Telephone Supply Co. is a worldwide distributor to the telecommunications and cable television industries with customers in 62 countries. Their recognized high-level of service is traced to experienced sales, technical and warehousing staffs; a state-of-the-art inventory management and customer service system; industry established best practices such as ISO 9001:2000; and mature relationships with manufacturing partners. Serving customers since 1963, Power & Tel is headquartered in Memphis, TN and has more than 300 employees globally.

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