

## **Martin Broadcasting and BreedersUSA Inc. as an Affiliate TV station; bring you BreedersUSATV.com**

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Press release from: [BreedersUSA Inc.](#)

Moreno Valley, CA December 15, 2005 --

Customers renting movies at the video store or ordering online who wait for lengthy downloads, now have the power of combined exclusive Direct to Desktop Push-Pull Patented Technology™. End-users benefit by scheduling movies or programs direct to their desktop, anytime it's convenient for their viewing desires.

With the difficulties movie studios, video rental stores, music labels and other technology firms are encountering today, this new exclusive desktop technology is the solution. Consumers who don't want to wait for the big companies like CBS®, AOL® and others to unveil their internet TV and Video on Demand programming in 2006 can see a taste of what is to come in December 2005.

“No other company worldwide has what we offer. This strategic move will allow us to compete with the largest players in the TV, Movie, Video and Internet Industry as we deploy the latest (VOD) Video on Demand technologies and take them to a higher level” said Greg Martin, Chairman of MartinBroadcasting.com. Both firms have created an exclusive interactive platform which is unavailable with video players currently in the marketplace.

Since July 2005, Martin Broadcasting has been offering internet broadcast programming 24 hours-a-day, free to its viewers worldwide through affiliate stations. The new VOD DRM technology debuts in December of 2005.

Subscribers and internet TV viewers will choose from a list of movies, music and programs owned by Martin Broadcasting and its related firm WWPDL and have immediate access on their desktop or laptop at their convenience. Additionally, consumers will view movies or any of the many thousands of titles and programs offered by BreedersUSATV.com on their PC or TV entertainment system. These can be scheduled days, weeks, or months in advance. This technology also creates an anti-piracy licensing tool that will please the industry without annoying end-users who desire to make legitimate back-up copies of their CDs or DVDs while being compliant with the Digital Millennium Copyright Act.

“We are pleased not only with the relationship we have forged with Martin Broadcasting but also that we are able to jointly provide a much needed solution to the problem the video and music industry faces, which appears to be wreaking havoc with their sales and consumer relations. Our digital rights management techniques are the solution for anyone in the music, broadcast, video or rental industry” said Ralph Conley, CEO of eGoWare®.

BreedersUSATV.com joins over 40 affiliate internet TV stations nationwide through an affiliate agreement with Martin Broadcasting providing free internet television to consumers worldwide with satellite expansion due in the first quarter 2006.

eGoWare serves customers worldwide, representing Healthcare, Sales Management, Homeland Security, Missing Person Alerts, Ministry and Online Enterprises. eGoWare provides customers with true Permission Communication®.

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