



News Release

FidoTV Launches “All Dogs, All Day” Channel on Google fiber

Channel exclusively focused on dogs debuts on channel 436 in all Google fiber markets

CASTLE ROCK, Colo., (January 17, 2017) — FidoTV, the first television programming channel dedicated solely to dog lovers, executed a launch agreement with Google fiber with an “All dogs, All day,” family entertainment mantra and mission. Google fiber’s growing digital fiber video service currently serves customers in Kansas City, Orange County, Louisville, KY, Austin, San Antonio, Atlanta, Nashville, Raleigh-Durham, Charlotte, Huntsville, AL, Salt Lake City, and Provo, UT.

“We think there’s a huge untapped audience who will be interested in our programming given that millions of families consider their dogs to be part of the family. Match that with a universe of advertisers who will want to reach those dog lovers through a dedicated television channel that is a viewing destination, and you have a potent combination of an untapped consumer demographic easily reachable by advertisers,” said Tad Walden, CEO and Founder of FidoTV. “As a dog lover, owner and trainer myself, I know the 50% of households in the U.S. who own and love dogs and who feel the same way I do.”

FidoTV’s television channel and digital platforms will connect dog lovers with entertainment and support services for their dogs. All programming is 100% canine related, family-friendly and includes shows from around the world as well as FidoTV original programming, movies and special live events involving dog shows and agility competitions. The target viewing audience for FidoTV is the entire family, but skews toward the fastest growing populations of millennials, who currently make up 35% of all dog ownership and the important demo of women ages 25-54 with family household incomes more than \$50,000.

FidoTV’s initial programming will feature a range of scripted series including documentary-style programs on hero dogs and working dogs, crime interest stories on police dog teams from around the world and a reality show about puppies, which follows families as they choose the right dog.

FidoTV is already in production on a slate of original, scripted shows that will debut in the first quarter of 2016, including a series on the more than 400 different dog breeds from around the world, as well as pending reality celebrity-driven shows and dog-themed entrepreneur competitions.

FidoTV also enables its MVPD distribution partners to deliver the channel via their proprietary

mobile applications so that consumers can access the channel 24/7/365 from the personal mobile devices. FidoTV's own branded Web and mobile application will provide key distributed short form content to dog lovers whenever they want it wherever they are as well as consumer discount benefits from FidoTV's advertising partners. This is a great way to link the millions of dog lovers to coupons and discounts on products and services from FidoTV's marketing relationships. This practical short form online-only content will span social media and provide tips and advice on topics such as first aid for dogs, how to clean your dog's ears and teeth, and how to care for a new puppy.

About FidoTV

FIDOTV IS AN INDEPENDENT LINEAR TELEVISION CHANNEL, MOBILE APPLICATION AND WEB BUSINESS . THE COMPANY'S CONTENT IS 100% FOCUSED ON THE CANINE MARKET AND FEATURES ORIGINAL PROGRAMMING AND ACQUIRED PRODUCTION FROM AROUND THE WORLD.

CONSUMERS CAN CONNECT TO FIDOTV CHANNEL VIA FACEBOOK AND INSTAGRAM OR BY DOWNLOADING THE COMPANY'S MOBILE APPLICATION FROM THE APP STORE OR VISITING FIDOTVCHANNEL.COM.

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