



For Immediate Release

FidoTV Launches “All Dogs, All Day” Channel on Mountain Telephone

Channel exclusively focused on dogs debuts on channel 277 in all Mountain Telephone markets

CASTLE ROCK, Colo., (March 4, 2017) — FidoTV, the first television programming channel dedicated solely to dog lovers, executed a launch agreement with Mountain Telephone with an “All dogs, All day,” family entertainment mantra and mission. Mountain Telephone serves markets throughout Kentucky and provides video, voice and data services.

“We are very pleased to bring our canine-focused content to Mountain Telephone’s customer based,” said Tad Walden, CEO and Founder of FidoTV. “Our family-friendly programming featuring all dogs, all day is a great channel to the dog loving households Mountain Telephone serves.”

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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