

FOR IMMEDIATE RELEASE

PERMISSIONTV SECURES \$9 MILLION IN GROWTH CAPITAL INVESTMENT

**Investment Allows Company to Scale Interactive Internet Video Technology Platform
in Response to Growing Customer, Market Demand**

WALTHAM, Mass., June 13, 2007 – PermissionTV, a leading interactive Internet video technology platform provider, today announced it has closed a new \$9 million round of financing. The round was led by two new investors, Castile Ventures and Point Judith Capital, who join existing investors Common Angels, CramerOnline, Inflection Point Investors, the Massachusetts Technology Development Corp. (MTDC), SAS Investors and the Venture Capital Fund of New England (VCFNE). Castile Ventures' Carl Stjernfeldt and Point Judith Capital's Sean Marsh will join the PermissionTV board.

The investment will be used to accelerate the company's position as an emerging leader in Internet video technology, expand its strategic sales team, and continue the delivery of new solutions for leading corporations, media and entertainment companies and advertising and interactive media agencies.

“Given the build-out of the Internet's infrastructure, Castile made a decision to move up the value chain and seek a technology investment that enables high quality delivery of video over the Internet,” stated Carl Stjernfeldt, General Partner, Castile Ventures. “PermissionTV fits these goals. Its technology platform, along with the team's deep operational experience and media connections, provide the infrastructure for rapid growth. I am excited to work with PermissionTV's leadership team to reach the next set of milestones.”

“PermissionTV is an exciting investment for our firm as the company is proving that it understands the key digital drivers facing its customers as they deploy their high quality video content assets on the Internet,” said Sean Marsh, General Partner, Point Judith Capital. “We focus on backing exceptional teams building companies that are transforming large and important industries. Based on the blue-chip customers that PermissionTV has secured, the company fits this definition precisely. We look forward to working with the PermissionTV team to extend and grow their position as one of the leading interactive Internet video technology platform providers.”

In the past year, 30 leading content providers, media companies and agencies including Adobe Systems, Agency.com, Bob Vila, Fox's myNetworkTV, Intercontinental Hotels, Molecular, Toyota Scion, Update Hollywood and Whitman Hart have partnered with PermissionTV to configure and manage branded Internet TV channels, create highly interactive and visually appealing video experiences, and monetize their audiences through ad-supported, pay-per-view and subscription-based services.

“The timing of this financing reflects the tremendous market adoption of high-quality Internet video, as well as the current wave of momentum behind PermissionTV,” said Bob Lentz, CEO of PermissionTV. “As we build out our infrastructure, sign additional new customers and partners, and expand our market awareness, we welcome Carl and Sean to our board and look forward to their firms’ involvement in helping to drive our future growth.”

About Castile Ventures

Castile Ventures is a top-performing early-stage venture capital firm that provides financial backing and strategic guidance to help exceptional entrepreneurs build successful technology businesses. Distinguished by the deep business and technology experience of its partners, Castile brings a unique blend of sector expertise, investment know-how, operational insights, connections to IT decision makers, and strong ties to innovators and visionaries. Founded in 1998, Castile currently manages three funds with investments including Internet security company GeoTrust (acquired by VeriSign), portable fuel cell innovator Neah Power (OTC: NPWS) compliance pioneer Network Intelligence (acquired by EMC), VoIP market-leader Sonus Networks (NASDAQ: SONS), cable management provider Stargus (acquired by C-COR), and grid fabric provider SilverStorm Technologies (acquired by QLogic). Current market-transforming portfolio companies include Ahura Scientific, Aurora Networks, Brix Networks, ChosenSecurity, Trapeze Networks and Whaleback Systems. For more information, please visit Castile at www.castileventures.com.

About Point Judith Capital

Point Judith Capital is a leading early-stage venture capital firm partnering with outstanding entrepreneurs building communications, Internet, healthcare and technology companies. Point Judith Capital has a strategic partnership with Tudor Investment Corporation, a premier alternative asset management firm with \$17 billion under management. For more information, visit <http://www.pointjudithcapital.com>.

About PermissionTV

PermissionTV offers highly customizable and flexible development and delivery solutions, as well as expert services to help corporations, media and entertainment companies and agencies realize the full business benefits of high quality Internet video. For more information, see www.permissiontv.com.

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