

FOR IMMEDIATE RELEASE

CANAL+ live TV and movies now available on the iPad with Adenyo application

*Adenyo innovation enables live broadcasts and on-demand TV and video
streams in both 3G and WiFi*

Toronto, Ontario and Paris, France – July 21, 2010 – Adenyo (www.adenyo.com), a mobile marketing software company, today announced it has completed development of an application for **CANAL+, the largest Pay-Per-View entertainment company in Europe**, that will allow live broadcasts and video-on-demand TV streams to Apple's newest touch pad, the iPad. Financial terms of the project were not disclosed.

CANAL+ and CANALSAT subscribers can now download the free application to access and instantly watch any CANAL+ premium live and on-demand channels and CANALSAT's live mobile broadcasts of 50 French national television stations, using either 3G or WiFi. This enables CANAL+ subscribers to stream TV shows and movies on their iPad with all the ease and simplicity of using their computer including such features as pause, rewind and browsing. Any costs incurred are integrated with the CANAL+ billing system.

Adenyo had previously developed the CANAL+ mobile application for Apple's iPhone and iPod Touch and Google Android OS. This latest iPad application maintains CANAL+ as a pioneer in providing its customers access to streaming live television on Apple's newest consumer devices.

"With the success of Apple's touch pad devices, it has been critical for us to very quickly build applications that equip our customers to deliver services via these products," said **Tyler Nelson, Adenyo Chairman and CEO**. "The iPad has already become the most exciting device for in-house TV and movie entertainment in France and we are pleased to be able to continue our five-year relationship with CANAL+ with this new iPad application."

Adenyo is an experienced leader in mobile marketing technology and has effectively adapted its development and application optimization to the constantly changing mobile market, which includes new mobile devices, technologies and platforms. This latest application development is specifically designed to meet the technological innovations of the iPad and is fully compliant with Apple's latest OS. As a result, Adenyo's customers are able to stay ahead of the evolving mobile curve and remain competitive in today's marketplace.

About Adenyo

With operations in North America and Europe, Adenyo enables agencies, brands and mobile operators to develop, target, execute and measure fully integrated marketing strategies and campaigns in the mobile economy. Adenyo powers four technologies through its integrated mobile marketing software platform – mobile marketing and ad serving, mobile storefronts, mobile coupons and payments, and mobile analytics – and has delivered thousands of successful mobile campaigns for the world’s most demanding organizations, allowing brands to capitalize on the unique opportunities that only mobile can deliver. For more information, please visit: www.adenyo.com.

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