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For Immediate Release

**BroadView Helps BITE TV Manage
Unconventional Program Schedules**

TORONTO – May 19, 2005 – BroadView Software Inc. announced today that its integrated traffic and programming software is being used by BITE TV, the new interactive television channel that debuted on April 20th. Broadview Traffic and Programming helps BITE manage programming and commercials in what is a very unusual scheduling challenge, with no standard program or commercial lengths and a schedule that is not divided into standard blocks of time.

Bite is one of North America's first interactive television channels, and features comical, irreverent and edgy short form film, videography, animation, games and professional and amateur productions. Targeting 18-34 year old males, Bite is the first channel delivering on-air interaction, online participation, wireless downloading and PC or mobile chat-to-screen directly on the television.

Because neither its programming or advertising conform to expected television standards in terms of duration, the program schedule could be described as free form, with each day being completely unique. Thus, the process of actually putting the schedule together is more complex than in a conventional broadcasting scenario, since the programming staff cannot simply slot programs into pre-configured blocks of time.

"As far as we know there is no programming software that has been specifically designed to tackle the challenge that we have," said Sharon Stevens, Program Director for BITE. "The advantage of Broadview is that it gives us enough flexibility to accomplish what we need to do and it is easy to use. On top of that, Broadview has provided incredible support — and that's important when you're doing something so new that you push the limits of conventional technology."

As if the scheduling challenges alone were not enough, BITE also runs in a split screen mode with multiple activities going on simultaneously. BroadView is required to traffic these other sections of the screen as well and uses an innovative dual channel scheduling approach.

Michael Atkin, President of Broadview Software noted, "Technology is allowing television to change and become more dynamic, and BITE is leading the way into this new area. For traffic and programming, it presents unique challenges, and we're working with BITE to address those challenges and continually improving our technology to meet the future needs of television."

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About BroadView Software

BroadView Software Inc. is a leading North American software developer that has specialized in broadcast information-management solutions for more than a decade. Its products provide television stations with an integrated solution to meet all their needs in program acquisition, ad sales, program scheduling, traffic, master control automation interfacing and reporting. Its flexibility and history of providing customizations and enhancements for customers have made BroadView a leader in its field. BroadView's innovative, fully integrated approach also means substantial savings in staff time, which translates directly into ongoing operational benefits, month after month. For more information, please visit: <http://www.BroadViewSoftware.com>.