



Insight Sports Gets into the Game with BroadView

Insight Sports utilizes BroadView's revolutionary programming and traffic system for three of their television cable networks.

TORONTO – February 13, 2006 – BroadView Software Inc. and Insight Sports announced today that three brand new cable networks have been launched on BroadView. Casino and Gaming Television Canada (CGTV), Gol TV Canada, and the World Fishing Network are all using BroadView to streamline their multi-channel programming and traffic needs.

Insight Sports was looking for a solution for all of their channels that would let them work across a wide geographic location. Because their traffic, programming, and master control offices are all located in different locations, the group needed a solution that would allow all departments from all channels to seamlessly and securely access the same system using their own network or the Internet. BroadView's system architecture, which is designed specifically for multiple users to remotely access the system, provided the ideal solution to Insight Sports' distributed office structure.

CGTV celebrates the casino and gaming lifestyle and targets those television watchers who patronize the over 50 permanent casinos, 20,000 slot machines, 38,000 video lottery terminals, 20,000 annual bingo events and 44 permanent horse race tracks in Canada. Examples of program fare that BroadView helps manage for them include shows related to bingo, poker, casino-related dramas, casino tours, instructional gaming shows, lottery and sports wagering information and fantasy gaming leagues. The group even produces some of its own programming – a challenge many startup cable networks choose to avoid. Furthermore, the group will soon be debuting innovative interactive services.

Gol TV shows all types of programming related to soccer – including over 1500 live games annually. Related programs cover soccer highlights, informative soccer programming and live daily soccer newscasts. Covered leagues include those from Italy, Spain, Columbia, Ecuador, El Salvador,

Guatemala, Uruguay, Peru, Bolivia and Honduras. The list includes leagues such as Italy's Calcio – one of the best leagues in the world as well as Spain's La Liga and many others from across South America and around the globe. All this live, network-based, sports programming requires traffic software, such as BroadView, that is well designed to deal with ad breaks that need to be manually triggered or are based on uncertain start times.

The World Fishing network is the only network dedicated 24-hours a day, seven days a week to every single aspect of fishing. WFN provides a daily escape for Canada's 4 million recreational and sport fishing enthusiasts, with a programming lineup that covers all aspects of angling, in five distinct programming blocks. Naturally, WFN is using BroadView to easily manage the challenge of the many barter-based fishing programs and deal with the associated embedded commercial and invoicing issues.

Overall, Insight Sports needed a cost-effective, multi-channel, traffic solution that provided more than the traditional traffic and sales tools. "Advanced program scheduling and the associated rights management, play counts, amortization and reporting were critically important in our decision as well," said David Debono, the Chief Technology Officer for the channels.

"Our success at Insight is just another example of how modern cable networks can launch quickly and easily with an easy-to-use, integrated traffic and programming solution like BroadView," said Michael Atkin, president of BroadView Software. "We're looking forward to working with them as they grow their channels and meet their future business goals."

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About Insight Sports Ltd.

Insight Sports Ltd. is a leading sports media and entertainment company. Insight Sports operates three specialty television networks: CGTV, Casino and Gaming Television; GOLTV Canada, a 24-hour soccer network; and WFN: World Fishing Network, North America's only network devoted entirely to fishing. The company also holds a significant interest in the NHL Network, a 24-hour hockey channel. Insight Sports creates and distributes sports and entertainment content across multiple platforms, including broadcast television, DVD, on-line, mobile, in-arena and video on-demand. Based in Toronto, the principal shareholders of Insight Sports include Larry Tanenbaum (Kilmer Enterprises Inc., a subsidiary of Kilmer Van Nostrand), MWI & Partners, a private equity fund, and IMG, a global force in athlete representation. For more information, visit Insight Sports on-line at www.InsightSports.com.

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>.

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