



MavTV Launches With BroadView

Newest Cable Channel for Men will Use the Hottest Traffic and Programming Software

TORONTO and DENVER – October 1, 2004 – BroadView Software Inc. announced today that MavTV, a new cable network launching this month, is using BroadView's television traffic, programming and sales management software. The network, with offices in Denver, Dallas, Atlanta and L.A., is applying BroadView's cost-effective software package to manage its program acquisitions, amortization and play count tracking as well as their everyday ad sales and traffic needs.

MavTV is catering to the TV needs and whims of the American male 18-54. Areas of programming include, "sports, fitness, money and gadgets." While other networks cater to men, MavTV has an edgy side. The network will speak to men the way they speak with each other on the golf course or when they are out with their buddies for a beer. While the channel may be new, the people behind it are not. The network is managed by a group of seasoned cable executives from Showtime Networks - one of the larger established cable networks.

"One of the challenges of our setup was finding software that supported our multiple offices," said David Boyles, Vice President/Controller at MavTV. "BroadView's 'Access From Anywhere' feature lets our Denver office get the regular financial reports it needs, our L.A. office to do our traffic and sales and our Atlanta-based master control facility to upload our logs. This was all critical for us." "BroadView is easy to use, easy to learn and quick to implement," added Michael Atkin, President of BroadView Software. "Its integrated programming, traffic and sales management features mean one product for all their needs. It is the perfect solution for a startup network like MavTV."

About MavTV

For more information about Mav'rick Entertainment Network (MavTV) call (303) 925-1340 or go to www.mavtv.net.

About BroadView Software

BroadView Software Inc. is a leading North American software developer that has specialized in broadcast information management solutions for over a decade. Its products provide television stations with an integrated solution to meet all their needs in program acquisitions, 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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