



PLUM TV CHOOSES BROADVIEW

New Software to Manage Traffic For Innovative Television Operation

NEW YORK, NY and TORONTO, ON – April 2, 2007 – BroadView Software announced today that Plum TV, an innovative, multi-channel television operator has adopted BroadView Software's unified broadcast solution to manage all its traffic, scheduling and advertising tracking needs.

Plum TV has its headquarters and master control facility in New York City. It currently owns and operates six stations serving markets that cover some of the most exciting and attractive resort communities including Aspen, the Hamptons, Martha's Vineyard, Nantucket, Telluride and Vail. The group has also announced new launches in Miami Beach and Sun Valley and has an aggressive plan for even more growth over the coming months.

The network's signature is what it calls "hyper-local" programming. It targets attractive, upscale demographics by focusing on the resorts, sports, dining and shopping in the target market. Most of this is locally produced and typically includes staples such as local weather focusing on skiing or beach conditions as well as entertainment talk shows starring local talent. Plum also covers the film, food and wine festivals plus sports competitions and other events that enrich these noted communities.

Despite this focus on serving these highly coveted locales, the stations do not have traditional management operations at each site. Aside from production, all functions including traffic, scheduling and sales are carried out at the New York headquarters. Even some of the locally produced content is uploaded to New York for scheduling, too. This achieves excellent economy and reflects the shared demographics that extend beyond geography.

"We are still a fairly new company and we were looking for a system to help improve our processes. We wanted an advanced traffic system combined with an easy-to-use scheduling and media system – exactly

what BroadView offers,” said Lee Gordon, Chief Technology Officer for Plum TV. “We also needed a system that could scale as we continue to grow and add new markets to the Plum TV family,” he added.

Plum TV utilizes a distributed environment to operate the individual automation systems on site in each of its markets. After prepping logs, remote access technologies allow users to log on and load them in. “With BroadView, we expect to save a lot of time. Users can create their logs in one place quickly and easily and then simply download them from New York to the different markets,” added Gordon.

“BroadView’s multi-channel capabilities are ideal for a group like Plum TV allowing for efficient, effective management of media assets,” said Michael Atkin, President of BroadView Software. “For a group that has stations with common content and ads and wants one repository for all their information, we can save them a lot of time, effort and headache,” he added.

#

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 www.BroadViewSoftware.com.

About Plum TV

Plum is a new type of television network. Produced in, for and about America's most dynamic communities, Plum programming is honest, authentic and optimistic. It celebrates the natural beauty and character of its communities and spirit and intellect of the people who live and visit there. Plum's current markets are Nantucket, Martha's Vineyard, The Hamptons, Vail, Aspen and Telluride. While the towns may be small, the reach and influence is not. Plum's markets are destinations of choice for over 7 million of the nation's most interesting and influential people each year. They are people who define the culture in the media, business, arts and politics. They are Plum's audience as well as its content. Increasingly, Plum is available to a broader audience beyond its communities through

video on demand and the Internet. For more information, please visit www.plumtv.com.

For inquiries, please contact:

Arthur Drevnig, P. Eng.

Director of Sales & Marketing

BroadView Software Inc.

Arthur@BroadViewSoftware.com

+1-416-778-0623 x233 (phone)

www.BroadViewSoftware.com