



TAKHAYAL MANAGES MULTICHANNEL OPERATIONS WITH BROADVIEW

Dubai, UAE-based Broadcaster Utilizes Unified Traffic/Billing Solution

TORONTO, ON and DUBAI, UAE – February 26, 2008 – Takhayal Entertainment, the Arab-owned diversified film production and satellite broadcast entertainment company, has implemented BroadView Software's broadcast management system for its new 24/7 satellite TV channel.

BroadView's system combines program acquisitions, scheduling, traffic, ad management, reporting, automation management and other key capabilities for managing Takhayal's Fatafeat, a 24/7 culinary arts channel. The channel shows original and acquired content and is offered free to air in 21 Arabic-speaking territories including Egypt, Iraq, Kuwait, Lebanon, and Saudi Arabia.

"We are breaking new ground in broadcasting here, and our choice of BroadView gives us the power and flexibility to reach our audience most effectively," said Youssef El Deeb, Takhayal Entertainment's Chairman and Managing Director. "This system is designed for the kind of multichannel distribution we need today along with the capabilities to grow and diversity across multiple distribution platforms. We also need a system that can grow with us as we add more channels. This is that system."

BroadView's modular design allows broadcasters a wide range of configurations and capabilities to meet present needs as well as to add channels, functionalities and platforms as needed and as they arise. The easy-to-grasp intuitive interface creates a single "window" into the entire spectrum of broadcast management functions. Data entered in one module is immediately accessible across all systems eliminating redundant data entry and the attendant data entry errors.

"Takhayal Entertainment is poised to become a cultural force in the Middle East, and we have made every effort to be sure that the excellence of our technical infrastructure will be as notable. With BroadView, we are confident

that we will make a lasting impression on our broadcast colleagues as well as our audience," said Mr. El Deeb.

Michael Atkin, President of BroadView Software added, "We are pleased to add a customer such as Takhayal to our client roster and hope that we continue to help each other expand both in the Middle East and beyond."

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About Takhayal Entertainment

Takhayal Entertainment is an Arab-owned diversified film production and satellite broadcast Entertainment Company that was established in 2005. Takhayal Entertainment's key objective is to make excellent films with clear messages and emphasis on values. It is about elevating quality over quantity.

The company is based in Cairo and in the free zone Dubai Studio City with a clear objective; making Arab cinema with an international quality, methodology and know-how. This approach has set Takhayal Entertainment in a league of its own in a crowded quantity-focused market. For more information, visit www.takhayal.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 two decades. Its products provide television operations with an integrated solution to meet all their needs in program acquisitions, ad sales, program scheduling, traffic, media, 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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