stimTV Network Wins Emmy Award from the National Television Academy; Technology & Engineering Emmy Award for Best Use of "On Demand" Technology

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Body

NPOWR Digital Media's **stimTV**(TM) Network (*www.**stimtv**.com*) announced today that it has been awarded a Technology & Engineering Emmy Award Â® by the National Academy of Television Arts & Sciences. The award, presented Monday night in Las Vegas, falls into the category of "Outstanding Innovation and Achievement in Advanced Media Technology for the Best Use of 'On Demand' Technology." The **stimTV**(TM) Network was nominated along with internet giants such as ABC.com, AOL music and Turner Broadcasting. This category has particular relevance as video and access to video are becoming the dominant form of information presentation on the web, and as traditional television migrates into the new world of internet television.

The Technology & Engineering Emmy Awards were presented at the Venetian in Las Vegas during the opening evening of the International Consumer Electronics Show (CES). Peter Price, president and CEO of the National Television Academy, presided over the ceremony, which was attended by more than 450 industry leaders. NPOWR co-founders, CEO Robert Whitmore and CTO Dwight Marcus, the inventor of the **stimTV**(TM) technology, were on hand to accept the award on behalf of the company.

The **stimTV**(TM) Network was awarded for its patented and patent pending technology which has enabled the company to create a powerful video discovery and presentation player for use in media-rich websites, internet-enabled television and mobile applications. NPOWR Digital Media's system instantly unicasts a stream of television-like programming customized to each viewer's preferences, choices, demographic characteristics and viewing profile. "NPOWR's technology is the first to blend the convenience of video-on-demand with the power of conventional television," said Marcus. The system raises the internet video viewing experience from a search result modality or platform for pre-programmed embedded play lists into a dynamic, multi-tiered, customized video surfing experience with the ability to instantly opt-in to go deeper into content or commercial messages of interest.

"NPOWR's **stimTV**(TM) player is empowering the digital media revolution and will enable viewers to discover and experience video content," said Rowland Perkins, Chairman of NPOWR Digital Media, Inc. "At NPOWR we believe that intuitive, fun and addictive user interaction is vital to the online experience. On behalf of the entire **stimTV**(TM) team, I'd like to express our gratitude to the members of the National Television Academy for recognizing our breakthrough technology."

About NPOWR Digital Media, Inc.

Incorporated in July 2001, California-based NPOWR Digital Media, Inc. is fast becoming a leader in next-generation technologies facilitating personalized media viewing over the internet. The company is utilizing these breakthrough technologies in the progressive launch of the **stimTV**(TM)Network, an internet broadband network which delivers an audience-pleasing personalized viewing experience. The **stimTV**(TM)Network offers an effective e-commerce forum to artists, media content owners, viewers, product purveyors and advertisers. For more information, visit *www.npowr.com*.

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