

## Network Foundation Technologies (NiFTy) Receives Governor's Technology Award for Company of the Year

*The Louisiana Technology Council announces awardees.*

**Baton Rouge, LA. March 22, 2010** – The Louisiana Technology Council (LTC) announced March 19<sup>th</sup> its Governor's Technology Awards and named Network Foundation Technologies (NiFTy) as the Technology Company of the Year. NiFTy was selected from eighteen companies throughout the state nominated for the award. The LTC's mission is to recognize and encourage the advancement of technology applications and improve the long-term competitiveness of the State of Louisiana.

NiFTy provides complete end-to-end online broadcasting services, including advertising, sales and marketing support, distribution, hosting and viewer customer support. NiFTy utilizes a patented technology which is optimized for LIVE and long-play content, and also significantly lowers the cost of broadcast bandwidth, compared to traditional broadcasting technology. This allows large and small customers alike to broadcast using an ad-supported 'television' style business model, at no cost to the viewer. NiFTy is the first and only online broadcaster to provide completely free-for-view sports broadcasts for entire sports leagues, entire seasons, all teams, all games. Sports leagues broadcasting with NiFTy are experiencing increases in online viewership over their previous Pay-Per-View models of up to 50 times (equivalent to a 5,000% increase). NiFTy's media player (analogous to a "television") is custom branded for each client, and provides multi-channel LIVE and Video On Demand access, all in one platform.

"We are honored to receive the Technology Company of the Year award from the LTC," said Marcus Morton, NiFTy's President and co-founder. "Along with the other nominees, we are proving that technology development and innovation is thriving in the State of Louisiana. We want to extend thanks to Louisiana Tech University, for the support they have shown us." Louisiana Tech University is committed heavily to technology innovation and intellectual property development. NiFTy was the first company to participate in Louisiana Tech's business incubation program.

"The contributions that NiFTy has made to the knowledge-based economy of north Louisiana are undeniable," said Louisiana Tech President Daniel D. Reneau. "NiFTy serves as an excellent example of how the opportunities that exist in this region can lead to long-term growth and success. Louisiana Tech University is proud to have them as part of our campus community and I personally congratulate them on this most-deserved award."

Most recently, NiFTy is focused on launching an innovative and affordable Free-For-View broadcasting service for high schools nationwide. Applying NiFTy's patented technology, schools to date have saved over 70% in bandwidth costs, while substantially increasing their online audience.



### **About Network Foundation Technologies®, LLC**

Network Foundation Technologies, LLC ('NiFTy') is a name that is quickly becoming synonymous with the online broadcasting of large, live events to worldwide audiences. NiFTy's patented technology overcomes the scalability and cost bottlenecks associated with online broadcasting, enabling the company to bring large-scale, advertiser-supported, television-style broadcasting to the Internet for the very first time. Please visit [NiFTyTV.com](http://NiFTyTV.com) for more information.

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