

## **Expway secured new funding to sustain its growth and to support its customers worldwide**

Paris, 2nd May 2011

Expway's management announces that its major shareholders have increased its investment in Expway, which now exceeds 25 Million Dollars.

"Expway's management has achieved a great deal during these last two years. They have shown agility to scale its workforce to the recessionary environment and at the same time have entered new markets with innovative products. We are pleased to show our confidence in the future of the company through this new investment", declares Valery Huot, Managing Partner at CDC Innovation, a fund leader in Technology Investment and a major shareholder of Expway.

The company's recent success is based on expanded markets in:

- Mobile broadcast, Expway solution have been selected for the next generation of Mobile Multimedia Broadcast in Japan and, in the US, where broadcasters are deploying nationwide services at ATSC-MH and Expway's leading solutions have been validated through numerous on-site implementations.

- Satellite broadcast, where Expway's patent-pending solution for Push VOD is proven to consume two to three times less bandwidth than other competing solutions.

In addition, because of Expway's extensive field-experience from Mobile DTV roll-outs, the largest media and telecom companies are now using the company's solutions when moving from TV to non-linear deliveries of content. Its solutions create new business opportunities where Push VOD, Push Magazines, Rich EPG, emergency alerts, widgets, and other features can be enabled.

With Expway, broadcast is more than just TV.

### **Company description:**

**EXPWAY** (<http://www.expway.com>) is the world leader in Interactive Mobile DTV Solutions for broadcasters, telecom operators and device manufacturers. Its products have been adopted in more than 15+ nationwide commercial deployments in the US, Europe, Japan and Asia for Mobile DTV and Push VOD services. With EXPWAY's FastESG™ solution, broadcast is much more than just TV -- and it is stickier than ever before.

### **EXPWAY:**

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