

# **GOFISH NETWORK ANNOUNCES GOFISH TV**

## **SYNDICATED VIDEO SERVICE FOR ONLINE PUBLISHERS**

### ***Advertiser-Supported Broadband Service Features Branded Video Programming From Established Producers Including MGM, DIC, CookieJar, MRC, IMG and Video Detective.***

SAN FRANCISCO, CA – November \_\_, 2008 – GoFish Corporation (OTCBB: GOFH, [www.gofishcorp.com](http://www.gofishcorp.com)), a leading online entertainment and media network with a domestic reach of 24 million unique users, announced today the formation of GoFish TV, an advertiser-supported broadband programming service to be distributed across its publisher sites, and available to select sites outside of the GoFish Network. The service, which expands upon its previously announced branded video relationships, features advertiser and family-friendly programming including quality animation, youth-oriented news, action sports, movie and video game information, special events, celebrity interviews and health, fashion and beauty segments.

GoFish TV will launch in January 2009 and will allow advertisers to extend their relationship with GoFish into broadband video advertising. A universal player, customized for each publisher and integrated into the navigation of the site, allows sponsors to feature their messages before and after the video programming, as well as on overlays at appropriate places in the video content.

“GoFish TV allows us to offer our publishers and advertisers a high-quality video environment that extends the immersive experience that typifies the GoFish Network” stated name, title of GoFish. “With broadband advertising becoming an ever greater part online marketing, GoFish TV allows our network of sites to capture the higher CPMs that video advertising commands. For our advertising partners, it provides a safe broadband environment with scale, immersive marketing opportunities and unique ways to extend their online video sponsorships across multiple sites with one-stop buying.”

The programming in the GoFish TV Network includes:

**CookieJar Animation:** World renowned programmer of CBS’s “Kewl Cartoons” presents long-term franchises like “Paddington Bears”, “Busy World of Richard Scarry,” “Wimzies”, “Doodlebops”, “Spider Riders” and more.

**DIC Animation:** From the world’s second largest provider of animation comes full episodes of well-known shows including “Inspector Gadget”, “Strawberry Shortcut”, “The Littles”, “Sonic The Hedgehog”, “Super Mario Bros.” plus special full-length animated movies.

**The Game Channel:** A channel customized for the heavy gamer who wants to see the newest games coming out, with action trailers, cheats, “the making of” segments and lots more from AllGamePreviews.com, a division of Internet Video Archive, the world’s leading aggregator of trailers for games, movies, music ,and TV.

**Kids Who Rip:** An action sports movement of kids who are fearless, fun, focused and ready to show the world their “skillz”! From surfing, to skateboarding, to snowboarding and skiing, these are the kids who set a good example of who they are and how they compete.

**MGM:** One of the movie world’s most prestigious studios provides live action and animated programming ranging from series like “Pink Panther and Son” and “All Good Dogs Go To Heaven” to full-length live-action movies and TV series.

**The Movie Channel:** A channel for the movie fan featuring a full collection of movie trailers, behind the scenes interviews and “how did they do it” segments from Video Detective, a division of Internet Video Archive, connecting previews and people since 1999.

**Raven-Symone Presents:** One of the leading teen stars of television comes to GoFish TV with her own collection of custom produced segments focused on teen fashions, styles, trends and beauty with cross-network custom worlds living in the various sites within the GoFish Network.

**Red Carpet Live from Entertainment Premiere Inc:** Live from Hollywood’s Red Carpets comes a weekly show featuring live coverage of the biggest movie openings and musical events. Aired on GoFish TV live, and then available for VOD as a full show and in segments focused on fashions, hair styles, interviews and more.

**Slamball Rewind:** Past seasons and present games of the fastest and newest sport to appeal to younger athletes. A sport where athletes fly higher and perform feats of prowess in a game that is made up from parts of basketball, football, hockey and gymnastics.

**Teen/Kid News:** From the creator of Eyewitness News, Al Primo, comes news coverage targeted to teens, and delivered on a full-news set by an anchor team of teens who bring the audience in touch with the celebrities, news and events of special appeal and featuring news video from Fox News Channel

**TokyoPop:** The leading youth-oriented innovator of manga creation brings their revolutionary vision to the web in animated stories with countless cross-platform elements across the GoFish Network with offline extensions

**Young Hollywood:** Special coverage with the pulse and vibe of the next generation of Hollywood, the inside story of celebrity life as told by the best source ... the celebrities themselves with unparalleled access to the world beyond the velvet rope.

## **About GoFish Corporation**

GoFish Corporation ([www.gofishcorp.com](http://www.gofishcorp.com)) (OTCBB:[GOFH](#) - [News](#)), headquartered in San Francisco and New York with sales offices in Los Angeles, Chicago and Detroit, is a leading entertainment and media company focused on brand immersion experiences that reach youth and moms in a deeply engaged state of mind. GoFish specializes in aggregating and distributing

premium content on a large network of quality sites for which GoFish is the exclusive brand advertising monetization partner. The GoFish Network of sites reaches over 25 million unduplicated online users domestically and 71 million worldwide.\* It ranks as the third largest online U.S. youth opportunity and a top five 'mom' opportunity for blue-chip advertisers.

\*Source: Comscore Media Metrix Media Trend (with duplication), October 2008.

### **Safe Harbor Statement**

This press release contains forward-looking statements that involve risks and uncertainties, such as statements of GoFish's plans, objectives, expectations and intentions. Forward-looking statements in this press release are generally identified by words, such as "projects," "believes," "anticipates," "plans," "expects," "will," and "would," and similar expressions that are intended to identify forward-looking statements. Forward-looking statements in this press release include, without limitation, the statement that GoFish intends to launch GoFish TV in January 2009. Forward-looking statements involve known and unknown risks, uncertainties and other factors that could cause the actual results, performance or achievements of GoFish to be materially different from those expressed or implied by forward-looking statements. Risks, uncertainties and other factors that could cause or contribute to such differences include, but are not limited to: (i) GoFish's historical operating losses and uncertainties relating to GoFish's ability to generate positive cash flow and operating profits in the future; (ii) difficulty in evaluating GoFish's future prospects based on GoFish's limited operating history and relatively new business model; (iii) GoFish's ability to attract new advertisers to the GoFish Network and retain present advertisers; (iv) the highly competitive nature of GoFish's business; (v) GoFish's ability to effectively manage expected growth and (vi) other risk factors discussed in GoFish's periodic filings with the Securities and Exchange Commission, including GoFish's Annual Report on Form 10-KSB for the fiscal year ended December 31, 2007 and GoFish's subsequent Quarterly Reports on Form 10-Q, which are available on a website maintained by the Securities and Exchange Commission at [www.sec.gov](http://www.sec.gov). GoFish undertakes no obligation to publicly update or revise any forward-looking statements or to make any other forward-looking statements, whether as a result of new information, future events or otherwise unless required to do so by the securities laws. Investors are cautioned that forward-looking statements are not guarantees of future performance and that undue reliance should not be placed on such statements.

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