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Telairity Names Ben Silva as Sales VP For Communications, Media And Entertainment

**Veteran Media Technology Exec Will Handle IPTV Markets in
USA and Overseas Sales in Asia-Pacific Region**

SANTA CLARA, Calif. – June 29, 2009 – Telairity today announced the appointment of Ben Silva, an IP video industry veteran and award-winning entertainment and media industries executive, to the position of vice president of sales for communications, media and entertainment. The appointment was announced by Howard Sachs, Telairity president and CEO, and is effective immediately. *[Editors: Photo available from Skip Ferderber & Associates]*

"By adding Ben to the Telairity senior management team, our company is taking an important step forward," said Sachs. "Ben's expertise allows us to expand further into the IPTV and Asia-Pacific markets, complementing our success in the American and European backhaul and traditional broadcast markets over the last two years. We're pleased to have him as part of the Telairity family."

Silva will focus on opening up new markets for Telairity's line of H.264/AVC MPEG-4 encoders, specifically for North American companies streaming video over the Internet (IPTV), and sales activities in the Asia-Pacific region including China, India, Japan and Korea. Greg Pine, Telairity vice president

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of sales for broadcast, continues to be responsible for broadcast sales activities in The Americas and Europe, and managing the company's network of manufacturers' representatives.

Over a 25-year career, Mr. Silva has been active in virtually all aspects of the entertainment and media technology industries, including creative, management and technology ownership and management positions. He is a seven-time time Emmy award winner for technological and creative achievements, a recipient of multiple Clio awards for regional and national commercials and is a recognized expert in content and media based delivery systems.

Prior to joining Telairity, Silva was a co-founder of Zillion TV, an IP-based television network for the delivery of films, TV shows and other media. At Zillion TV, he filled multiple roles as acting chief technical officer and executive vice president in charge of business development and strategic partnerships.

From 2004 through 2007, he was senior vice president of business development, sales, and general manager of the ShenZhen Television Design Center, a Chinese/American company specializing in the design, manufacture and sale of LCD TVs. Client companies include Sony, Samsung, LG, Matsushita, Mitsubishi, Sharp and Sanyo.

Silva previously held executive and/or managerial positions with DG2L Technologies Ltd., iVast, Inc., Streaming21, Streamlogic/Hammer Digital Solutions, and Andataco.

Silva also enjoyed creative positions in motion pictures and television production, with production experiences at Paramount Pictures, Leo Burnett Advertising and N. Lee Lacy & Associates.

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About Telairity

Telairity is a supplier of innovative real-time H.264/AVC (MPEG-4) video compression solutions for broadcasting, backhaul, IPTV, and related markets. The company's unique video processing technology, based on the Telairity T1P2000 multi-core video processor and associated direct-execution AVClairity video compression software, delivers the industry's lowest latency and best price/performance for real-time H.264 video encoders today, with unique features like "instant-on" service. The company is based in Santa Clara, Calif. Further information is available at www.telairity.com.

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