



Convenience TV Announces Agreement With MediaRich Marketing of Los Angeles

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LOS ANGELES, CA -- (Marketwire) -- 09/08/10 -- Convenience TV Inc. (OTCBB: CRPZ) is pleased to announce that Los Angeles-based marketing firm and consultancy firm MediaRich Marketing has signed on to work with Convenience TV Inc. in the development of advertising, promotions, product placement and sponsorships for the digital network.

President and CEO Norman Knowles states, "MediaRich is a good fit with their knowledge of the LA and national markets as well as their product placement and retail experience."

MediaRich Marketing works with television networks, syndicated television shows and digital networks to develop strategies to help generate revenue and drive sales. Convenience TV is a digital programming network which provides content in convenience stores based initially in the Los Angeles, California metro area with plans to extend to the top 20 advertising markets in the USA over the next several years.

MediaRich Marketing President Rick Thomas says, "The increase in digital signage in and around retail locations continues to grow quickly and The C Store Network is poised to provide convenience stores with content and sales related programs to help increase retail sales, which is much needed during this current economic environment. With brands looking for ways to extend their reach well beyond traditional methods of advertising, digital networks like C Store are perfect outlets to achieve those goals."

MediaRich Marketing has worked with ABC Television, Sum of the Best Productions, NASCAR Angels, Midas, CruisePoints.com and set up major product integration opportunities on game shows, talk shows and reality shows.

Safe Harbor Statement

Except for historical information contained herein, the matters set forth above may be forward-looking statements that involve certain risks and uncertainties that could cause actual results to differ from those in the forward-looking statements. Words such as "anticipate," "believe," "estimate," "expect," "intend" and similar expressions, as they relate to Convenience TV or its management, identify forward-looking statements. Such forward-looking statements are based on the current beliefs of management, as well as assumptions made by and information currently available to management. Actual results could differ materially from those contemplated by the forward-looking statements as a result of certain factors such as the level of business and consumer spending, the amount of sales of Convenience TV's products, the competitive environment within the industry, the ability of Convenience TV to continue to expand its operations, the level of costs incurred in connection with Convenience TV's expansion efforts, economic conditions in the industry and the financial strength of Convenience TV's customers and suppliers. Convenience TV does not undertake any obligation to update such forward-looking statements. Investors are also directed to consider all other risks and uncertainties.

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