



Convenience TV, Inc. Partners With Award-Winning Film Production Company to Enhance In-Store Network

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LOS ANGELES, CA -- (Marketwire) -- 10/06/10 -- Convenience TV Inc. (OTCBB: CRPZ) is pleased to announce a strategic partnership with Backyard Productions, a well-recognized global production company, to enhance the Company's in-store video network.

"Compelling content is a crucial component of our revenue model," said Norman Knowles, Chief Executive Officer of Convenience TV, Inc. "We are thrilled to have the support of such a well-respected firm as Backyard Productions, to help us develop engaging content for our network."

Backyard Productions and its affiliates Transistor Studios, and Seed, are well-recognized throughout the global advertising, entertainment and production communities for their ability to produce sophisticated and highly creative films. Transistor Studios blends their expertise in motion design, animation and live action to create award-winning designs for broadcast, commercial, viral and interactive clients worldwide, creating recent spots for such clients as Miller, Hewlett-Packard, Coca-Cola, BBC and Subway as well as many of the design packages for the MTV Network. Seed is a content company that creates and produces programming for traditional and emerging media with a unique one-stop approach.

Convenience TV generates revenue through advertising on its in-store network, which is currently broadcast in more than 39 convenience stores across the United States, and reaches more than 1 million viewers every month. The Company charges advertisers approximately \$360 monthly, per-advertisement in each store where their advertisement is displayed.

Advertising sales are sold through Media Rich Marketing. Media Rich Marketing is a product placement and sponsorship marketing company that has worked with TV programs on ABC and Fox, syndicated programs such as: Regis and Kelly; The Ellen DeGeneres Show; NASCAR Angels; and The Today Show; as well as cable networks including Fox News Channel, MSNBC and CNN.

About Convenience TV Inc.

Convenience TV is focused on the Convenience Store Industry and provides their clients with an "in-location" TV network. The Network is designed to deliver both entertaining content and targeted advertising on a demographic basis to each retail location. In addition, the Network delivers promotional advertising tied to products within the retail location. The programming can be up-dated quickly and is tailored to meet the specific clients' need for increased sales, customer enjoyment and brand reinforcement. For more information, visit <http://www.cstorenet.com>.

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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