



Convenience TV Announces MOU to Add 75 Stores in the Greater Los Angeles Area

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LOS ANGELES, CA -- (Marketwire) -- 10/14/10 -- Convenience TV Inc. (OTCBB: CRPZ) is pleased to announce that it has signed an Memorandum of Understanding with Black Hat Distributing Co. LLC to have them sign 75 additional locations in Greater Los Angeles. If successful, adding these additional 75 installations will bring the total number of locations to 103 in the Los Angeles area.

President and CEO Norman Knowles states, "We have projected that 100 or more locations in the greater Los Angeles area is what is required to generate substantial cash flow. With a larger advertising audience we believe the company can generate approximately \$720 a month in revenue from each of the installation locations."

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

There can be no certainty that Convenience TV will be able close the MOU and sign up an additional 75 installations and therefore increase its revenues. 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, its management, and specifically to Convenience TV's ability to increase revenues, 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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