



Convenience TV Announces Advertising Agreement to Advertise True Alaskan Water on Its Digital Advertising Network

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LOS ANGELES, CA -- (Marketwire) -- 10/15/10 -- Convenience TV Inc. (OTCBB: CRPZ) is pleased to announce that it has signed an agreement with Black Hat Distributing to advertise True Alaskan Water during the product launch in Southern California.

President and CEO of Convenience TV Norman Knowles states, "We look forward to advertising True Alaskan Water on our network. We feel as though our convenience store network is a perfect advertising tool for any new product. Since the recent announcement of our Los Angeles expansion, we have received increasing inquiries into our advertising network potential and expect this to continue."

About True Alaskan Water

True Alaskan Water is from Blue Lake, which is 3 miles directly above the Bottling Plant. Blue Lake is continually replenished by nearly 100 inches of annual rainfall, glacier melt, and snow melt. Blue Lake is in the Tongass National Forest, the largest temperate rainforest in North America. The Blue Lake watershed is protected by National, State, and Local laws which prohibit development, habitation or other developments that could possibly compromise the pristine quality of the water.

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.

Contact:

Convenience TV
Email: info@cstorenet.com
1-877-331-8777
248 Main Street
Venice, CA, 90291