



Convenience TV Receives Coca-Cola Ad

Oct. 18, 2010 (Marketwire) --

LOS ANGELES, CA -- (Marketwire) -- 10/18/10 -- Convenience TV Inc. (OTCBB: CRPZ) is pleased to announce that it has received an ad from Coca-Cola to run on its Los Angeles area stores.

Company President and CEO Norman Knowles said, "This shows that our network can be used to promote existing and new products within the Convenience industry. This demonstrates SeeSaw's ability to bring national advertisers to our network."

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.

About SeeSaw Networks

SeeSaw offers the most comprehensive digital place-based media solution in the marketplace. Through its national network, SeeSaw delivers advertising in places where people go in their daily lives -- such as gas stations, kids' gyms, coffee shops, grocery stores and health clubs. SeeSaw reaches more people in more places than any other digital placed-based video network, combining over 70 digital signage networks across over 40 different types of locations in over 50,000 venues nationally. SeeSaw's network delivers over 150 million weekly gross impressions, more than a primetime TV spot. SeeSaw's demand side platform, SeeSawAds.com, optimizes plans across geographies, venues, and demographics within budget constraints. SeeSaw's media specialists use SeeSawAds.com to customize campaigns with unprecedented precision and cost effectiveness. SeeSaw offers a variety of creative vehicles to advertisers, including ad spots, sponsorships of custom programming and content, brand integration, and experiential media, including sampling and activity integration. SeeSaw integrates research from Edison Research to close the loop and assess overall campaign effectiveness. With SeeSaw, advertisers can engage hard-to-reach people by intercepting them in their daily life patterns where they work play and socialize.

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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