



Convenience TV Announces Second Advertising Agreement With Universal Distributing Co. LLC

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LOS ANGELES, CA -- (Marketwire) -- 10/18/10 -- Convenience TV Inc. (OTCBB: CRPZ) is pleased to announce that it has signed its second advertising agreement with Universal Distributing Co. LLC to advertise King Kalibur Beef Jerky during their product launch in Southern California. Convenience TV also continues to negotiate with Universal Distributing in hopes of signing additional advertising agreements.

President and CEO Norman Knowles states, "We are very excited to sign our second agreement with Universal distributing Co LLC. We look forward to advertising King Kalibur and helping them with their product launch in the Los Angeles area."

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, its ability to enter into additional agreements, 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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