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**StreamGuys Institutes Scalable Streaming Model for ChinaOnTV.com
Video Content as Website Traffic Increases**

Popular website focused on China and its culture flourishes with affordable, high-quality streaming model from StreamGuys

BAYSIDE, CALIFORNIA, August 3, 2010 – StreamGuys, Inc., a streaming media and content delivery provider, is now exclusively delivering and supporting online content for ChinaOnTV.com as the streaming video network experiences growing interest in its unique blend of programming targeted to the English-speaking world.

Based in the U.S., ChinaOnTV.com features an extensive collection of on-demand videos and programs focused on China's history as well as contemporary Chinese life and achievements. The company produces and rebroadcasts English-language videos to large web audiences around the world, especially in the United States, Canada and the United Kingdom. Real-time internet audience measurement company Quantcast recently ranked ChinaOnTV.com's U.S. audience profile at number 23 for daily traffic, reaching 31 million viewers monthly and 56 million worldwide.

The website experienced increased traffic after StreamGuys instituted an affordable, scalable streaming model that has allowed ChinaOnTV.com to expand at a comfortable pace. The company began partnering with StreamGuys for content delivery after mixed results with "big box" CDNs that were high-priced and lacking in customer service.

"Bandwidth is a commodity of content delivery, but what differentiates a smaller company like StreamGuys from the major CDN players is that they are willing to go the extra mile with personalized service," said Yong Shen, CEO and founder of ChinaOnTV.com. "As an entrepreneur working 24 hours a day, we require an around-the-clock partner that goes beyond the call of duty with service, responsibility, knowledge and resources. StreamGuys is an important part of the reason why ChinaOnTV.com can handle such large amounts of traffic volume."

According to Yong, StreamGuys' core services for ChinaOnTV.com involve hosting services for its content and technical support to ensure streaming quality, and providing quick and specific resolutions to the rare service or maintenance issue. StreamGuys also provides monitoring and reporting services for bandwidth usage that allows Yong and his staff to determine how much bandwidth is needed at different times. He added that StreamGuys does not lock him into a contract, which gives him the freedom to change his plan as his service needs change.

"Intelligent cost management is the only way for a video streaming site to survive and grow an audience in today's environment, and we're able to better manage our cash flow with flexible pricing requirements that allow us to fluctuate our bandwidth usage," said Yong. "In return we choose plans that will allow both ChinaOnTV.com and StreamGuys to grow and profit. This goes beyond a simple CDN/publisher relationship to a true partnership, with two companies willing to support each other as they grow."

In the meantime, ChinaOnTV.com is preparing to launch a new version of its website (<http://www.chinaontv.com>) that offers a new layout and interface, new background features, and different characteristics for existing video channels. The new website will also add new video channels to reflect its expanding audience.

"ChinaOnTV.com is a clear leader in video streaming and we are proud to have designed a system for that is both scalable and affordable for its high-bandwidth streaming needs," said Kiriki Delany, president of StreamGuys. "ChinaOnTV.com is also a leader in the streaming broadcast advertising market, an emerging vertical for StreamGuys as the company expands from its core live streaming services."

About StreamGuys, Inc.

In business since 2000, StreamGuys, Inc. offers a variety of streaming media solutions and tools enabling superior quality delivery and monetization of digital media. Through devout dedication to improving the customer experience, StreamGuys has enjoyed continued success across all sectors of Internet broadcasting. Headquartered in Northern California, they currently serve a base of more than 500 clients worldwide, including such companies as Cisco, CIA, NBC Universal, NASA, New Balance and broadcasters such as WNYC, KQED, WXPB and KUT. Visit www.streamguys.com for more information on its products and services.

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