

Network Foundation Technologies to Broadcast the California On Location Awards Live on the Internet

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LOS ANGELES, CA -- (Marketwire) -- 10/17/08 -- For the second consecutive year, Network Foundation Technologies (NFT) will provide a "FREE-for-View" live Internet broadcast of the 14th Annual California On Location Awards (COLA) ceremony. The COLA event honors top location professionals and location teams in stills, commercials, television, and features. Nominees this year were recognized for their work on films such as "Star Trek" and "Hancock," and television series including "24," "Ghost Whisperer" and "My Name Is Earl." The broadcast can be viewed Sunday, October 19, 5:00p.m. Pacific, using NFT's patented NiFTy Online Television player. Fans can download the player prior to the broadcast at www.NiFTyTV.com/COLA.

The 14th Annual California On Location Awards will be hosted by Fred Willard, one of our generation's most gifted comic actors. Fred is most heralded for his quick wit and improvisational expertise which he has exemplified in over 80 appearances on "The Tonight Show with Jay Leno." Fred is an alumnus of Second City, and along with Martin Mull co-starred in Norman Lear's innovative late night talk show, "Fern wood 2Night."

"We are happy to be broadcasting the COLA show for the second straight year, using our NiFTy Online Television product," said Marcus Morton, NFT's President and co-founder. "It provides access to audiences who would normally not be able to view or be at the event. The feedback from last year's broadcast was fantastic." Marcus is also a judge for this year's show.

"We are extremely excited to see the COLA awards go to the next level of exposure through NiFTy TV," said Sheri Davis, COLA organizer and head of the Inland Empire Film Commission. "Working with Nifty has given us a new audience that we could never reach before our partnership."

About Network Foundation Technologies, LLC

Network Foundation Technologies, LLC (NFT: pronounced 'NiFTy') is a name that is quickly becoming synonymous with the online broadcasting of large, live events to worldwide audiences. NFT's patented technology overcomes the scalability and cost bottlenecks associated with online broadcasting, enabling the company to bring large-scale, advertiser-supported, television-style broadcasting to the Internet for the very first time. Please visit NiFTyTV.com for more information.

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