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## **Interact-TV Restructures Sales Channel**

**Westminster, CO., September 25, 2008** – Interact-TV™ (OTC: ITVI), the leading developer of Linux-based Home Entertainment Servers, today announced the restructuring of its sales channel by discontinuing direct sales and giving sales exclusivity to its growing network of dealers, custom installers and distribution partners throughout North America. The change will give greater sales support to customers and enable dealers to build their own businesses for long-term success.

Interact-TV will commit its internal sales efforts to channel development, giving dealers the tools, product expertise and technical support necessary to provide better service to new and existing customers. This will further enable dealers to build their own successful businesses. This new approach is a positive move by Interact-TV in how it relates to its dealers and custom installers.

"Our goal is to achieve further market penetration, primarily through the dealer channel, resulting in a refocused channel push," said Ken Fuhrman, President & CEO of Interact-TV. "Strategically, the decision to reallocate resources and grow the dealer channel was made to enhance Interact-TV's sales, marketing and customer support functions."

Interact-TV's decision to change its sales strategy is based on its commitment to serve the consumer electronics industry and to provide a consistently positive customer experience -- from sales through installation and upgrades.

### **About Interact-TV Inc.**

Interact-TV Inc. designs innovative products that empower the digital entertainment experience, creating an easy way to access, organize, share and enjoy ever-expanding libraries of movies, music and photos.

Headquarters for Interact-TV are in Westminster, Colorado. To find more information, go to [www.interact-tv.com](http://www.interact-tv.com).

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