

## **WheelsTV Launches Innovative Broadband Network to Reach Millions of Automotive and Motorcycle Enthusiasts Around the World**

*The New Endeavor, WheelsTV.net, Is Being Built by Optaros to Launch Broadband Automotive Community*

**ACTON, MA – June 28, 2006** – WheelsTV®, the first broadband television network devoted exclusively to the world's passion for cars, trucks and motorcycles, today announced the launch of the first phase of WheelsTV.net, the first ever Internet automotive community with multiple television channels. WheelsTV.net is being built in a multi-phased approach by Optaros, an open source software consulting and integration firm dedicated to creating business solutions that are assembled from key open source and commercial components in order to achieve unprecedented time and cost savings.

“We are extremely pleased to be launching the WheelsTV broadband network and to be working with the innovative team at Optaros. Together, WheelsTV and Optaros are creating an exciting worldwide community for enthusiasts and motorists. Optaros is bringing our vision of the first ever broadband automotive community to life and we look forward to growing that community together,” stated Jim Barisano, Chairman and CEO of WheelsTV.

WheelsTV.net presents car lovers with more than 300 television programs in 16 easy-to-navigate channel destinations in the WheelsTV.net community. Each location offers a rich, continuously growing assortment of video entertainment and information covering an expanding array of automotive-related features including:

- Wild About Wheels Multiplex: Stories from the wide world of car culture
- New Car Showroom: Video test drives of new cars, trucks and SUVs
- Auto Expo Center: Coverage of international auto shows
- Main Street Cruise Night: Muscle cars, hot rods, customs
- Two Wheel Café: Motorcycle lifestyle stories
- WheelsTV Hall of Fame: Historical documentaries
- Vintage Garage: Classic car shows, vintage commercials
- Motorsports Park: Racing features, news, personality profiles, F1 history
- WheelsTV Fairgrounds: National car and truck events, stunts
- Al's Truck Stop: Truckin' of every description
- Performance Garage: Exotics, sports cars, technology
- Club Boulevard: Covering Car, Truck and Motorcycle Club events

WheelsTV.net will also feature the network's most popular shows including stories from the worldwide television hit, *Wild About Wheels*®, the documentary series *Wheels*, episodes of *World's Wildest Races*® and *Concours America*.

“Optaros was able to provide WheelsTV with our unique insight into the power of online communities, one that is synergistic with the goals of WheelsTV.net,” said Bob Gett, president and CEO of Optaros. “The Optaros team is excited to share our Internet platform development experience with the team at WheelsTV and ultimately enable the company to further extend their community.”

Viewers can participate directly in the WheelsTV community by submitting their own videos for inclusion on one of the WheelsTV channels. Videos getting the highest number of views will be featured in the “What’s Hot” category. WheelsTV will recognize top videos, vehicles, and persons with the annual “Wheeled Excellence Awards” and induction into the Wheels TV Hall of Fame.

The automotive lifestyle television genre first gained prominence when the founders of WheelsTV launched *Wild About Wheels* on the Discovery Network in 1990. *Wild About Wheels* went on to become a worldwide hit and spawn an entire industry in automotive television.

“With the launch of WheelsTV.net, WheelsTV again achieves a media first as the premiere broadband network providing multiple television channels to the worldwide automotive community. Now, no matter where you live, if you have a computer, a broadband connection and enjoy cars, trucks and motorcycles, you can be a part of WheelsTV. With the help of Optaros, WheelsTV plans to continue to lead the market with a combination of cutting-edge technology and a singular dedication to the automotive lifestyle,” said, Lehel Reeves, president of Programming and Development of WheelsTV.

#### **About WheelsTV**

WheelsTV ([www.WheelsTV.net](http://www.WheelsTV.net)) is the first television network in the U.S. devoted exclusively to consumers’ interests in cars, trucks and motorcycles—serving both the enthusiast and motoring public with a wide spectrum of vehicle-based entertainment, news and information. WheelsTV Network, WheelsTV On Demand and WheelsTV.net have been developed by the producers of multi-awarding winning automotive programming for Discovery, PBS, Speedvision, Fox and Outdoor Life Networks including *Wild About Wheels*, *Wheels* and *Motor Trend Television*. WheelsTV is a program service of Automotive Networks Corporation, headquartered in Acton, Massachusetts.

#### **About Optaros**

Optaros is a consulting and systems integration firm that helps enterprises solve IT business problems by providing services and solutions that maximize the benefits of open source software. Bringing together experts in creating enterprise IT solutions and experts in the power of open source, Optaros plans and builds business systems that give you better value today and increased control in the future. For more about Optaros, go to [www.optaros.com](http://www.optaros.com)