

**FASHION TV TO LAUNCH MOBILE NETWORK WITH SMARTVIDEO**

*Millions of Smartphone and PDA Users Worldwide to Have Access to Programming Dedicated to Fashion, Style and Beauty*

**PARIS/ATLANTA – February XX, 2005** – The glamour and beauty of the fashion catwalk comes to mobile devices anywhere as SmartVideo Technologies, Inc. (OTCBB: SMVD.OB) and Fashion TV have signed an agreement in which Fashion TV will stream fashion, style and beauty programming via cellular smartphones to SmartVideo subscribers around the world. This marriage of high tech and high style was announced today by SmartVideo President and CEO Richard E. Bennett, Jr. and FTV President and CEO, Michel Adam Lisowski.

Some 50 million mobile phone subscribers, and millions more PDA subscribers, will now have access to streaming programming that spans fashion festivals and catwalks around the fashion world. This 24 hour a day programming includes backstage, behind-the-scenes access, in-depth profiles and interviews with the hottest designers and models. Fashion TV is covering all aspects of the Fashion and lifestyle scene; from Haute Couture to beachwear, from VIP events to reality TV, from beauty programs like hair and make up to lifestyle magazines like stars and cars. Fashion TV provides a wide spectrum of programs appealing to sought after audiences of both gender.

“The fashion industry has a very dedicated and enthusiastic following, and we are glad to be bringing this fan-base access to quality programming from Fashion TV via their mobile devices,” said Richard E. Bennett, Jr., president and CEO of SmartVideo. “Available all over the world, Fashion TV has done a great job building its programming line-up and establishing itself with its viewers, and we are looking forward to working with them.”

“SmartVideo’s services give a reliable, convenient, quality and easy-to use application for which to bring our programming to a growing worldwide fashion fan-base.” said Michel Adam Lisowski, CEO of Fashion TV.

SmartVideo is the only company in the world that can deliver state-of-the-art, high-quality live television at an average of 15 frames per second to low bandwidth devices operating on today’s existing 2.5g cellular networks. The deal with Fashion TV is the latest content agreement announced by SmartVideo, joining ABC News, ABC NewsNow, NBC Universal (CNBC, MSNBC and NBC Mobile), The Weather Channel, and DIC Kid’s Network.

## **About Fashion TV**

Founded in France in 1997, thanks to the great intuition of its president Michel Adam Lisowski, Fashion TV has become in just a few years one of the best distributed satellite channel in the world: 31 satellites and 2000 cable systems with a total of 138 million households in 132 countries across the 5 continents: 75 millions in Asia (60%), 32 in Europe (26%), 5,5 in Africa (7%), 7,5 in America (6%), and 1,8 in Australia and New Zealand (1%). These results are thanks to an extremely rich programming: 24 hours a day of style, fashion and pure beauty, with 500 hours of new programs every year, 300 catwalks, and 600 new clips every season.

[www.ftv.com](http://www.ftv.com)

## **About SmartVideo**

Based in Norcross, Georgia, SmartVideo Technologies, Inc., a Microsoft Windows Media® 9 Series Certified Hosting Provider, is a leading provider of turnkey digital media solutions that allows for the management and distribution of live, on-demand, or the downloaded and play of high quality video to mobile devices. SmartVideo now offers the world's first cross platform/cross carrier service for aggregating live content and download and play programming for consumers around the globe. SmartVideo's robust library of content includes national networks, news, weather, sports, and other content. SmartVideo's mobile video solutions provide exceptional image quality on all existing 2.5g and Edge cellular networks, as well as future 3g networks. SmartVideo clearly provides great value to both consumers and carriers. The Company's stock is traded on the OTC Bulletin Board under the symbol SMVD.OB. For additional information and to subscribe to SmartVideo's Live TV content packages visit our Web site at [www.smartvideo.com](http://www.smartvideo.com) or using your Smartphone visit [www.windowsmedia.com/mobile](http://www.windowsmedia.com/mobile).

## **Forward Looking Statements**

*This press release includes statements that may constitute "forward-looking" statements, usually containing the words "believe," "estimate," "project," "intend," "expect," or similar expressions. These statements are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements inherently involve risks and uncertainties that could cause actual results to differ materially from the forward-looking statements. Factors that would cause or contribute to such differences include, but are not limited to, the inability of SmartVideo to obtain the additional financing needed to fund operations, the failure of SmartVideo to convert its present and future customer contracts into profitable arrangements for SmartVideo, unexpected costs, delays and other difficulties related to the timing and success of product development and marketing plans, adverse changes in the market for the delivery of full-motion, streaming video content, the failure of SmartVideo's hosting infrastructure, the complexity of SmartVideo's services and delivery network, pricing and other activities by competitors, difficulties involved in retaining and motivating key personnel and other risks detailed in SmartVideo's periodic report filings with the Securities and Exchange Commission. By making these forward-looking statements, SmartVideo undertakes no obligation to update these statements for revisions or changes after the date of this release.*

###

**For SmartVideo**

**Jonathan Taylor/Matt Biscuiti**  
The Lippin Group  
(323) 965-1990 – Jonathan  
(212) 986-7080 -- Matt  
[Jtaylor@lippingroup.com](mailto:Jtaylor@lippingroup.com)  
Matt@lippingroup.com

**For Fashion TV**

**Vincent Chabrier**  
Fashion TV  
33.1.45.05.45.45  
[Vincent@ftv.com](mailto:Vincent@ftv.com)