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TiVo Co-Founder Mike Ramsay Joins Rinera Networks Board Industry leader joins innovative video technology firm

San Mateo, CA (October 1, 2007) - Source (PRNewswire) TiVo Co-Founder and former CEO Mike Ramsay has joined the Board of Directors of video distribution startup Conviva.

Conviva's Coordinated Video Distribution System (CVDS) is a revolutionary set of technologies that improve the scalability, cost, control, and security for large-scale video distribution over the Internet. CVDS delivers the benefits offered by peer-to-peer systems -- low cost and scalability -- while maintaining enterprise-class security, resilience, visibility, and traffic management.

"Mike brings to us incredible vision and knowledge about the video distribution business, as well as great general management skills," said Conviva President and Founder Hui Zhang. "His hands-on experience bringing companies from idea to IPO is going to be a huge asset as we scale our business."

Mr. Ramsay co-founded TiVo in 1997 and served as CEO and Chairman until 2005. Prior to starting TiVo, Ramsay was Senior Vice President of the Silicon Desktop Group for Silicon Graphics (SGI). He had previously been President of Silicon Studio, Inc., a wholly owned subsidiary of Silicon Graphics focused on enabling applications development for merging interactive digital media markets. Prior to SGI, Mr. Ramsay held R&D and engineering management positions at Hewlett-Packard and Convergent Technologies and earned a first-class B.S.E.E. from the University of Edinburgh, Scotland.

"TiVo was about vision -- for an entire new category and a true revolution in how video is experienced. I see many of the same attributes in Conviva," said Ramsay. "As Internet video begins to scale, it presents a massive opportunity for those who can solve the big problems around quality, distribution cost, and traffic management. That's why I'm really excited about being involved in the company."

About Conviva

Conviva is the technology leader in coordinated Internet video distribution, providing the quality user-experience achieved from server-based streaming with tremendous cost and scalability benefits. Founded by professors from Carnegie Mellon and U.C. Berkeley and backed by NEA and Foundation Capital, Conviva aims to provide a broad set of video distribution service offerings to content owners and aggregators who deliver live events, linear programming, on-demand, and user-generated video to global consumer audiences. For more information, visit <http://www.Conviva.com>.