



**Destination Television signs Master Agreement with Stinova Ltd. to provide High Definition IPTV Hardware and Software for Destination Television Locations.**

Ft. Lauderdale, Florida May 14th 2009--(BUSINESS WIRE) — Destination Television, Inc. (NASDAQ-OTCBB:DSTV - News), an emerging Digital Signage and Digital Television Network provider announced it has executed a master agreement with Stinova Ltd. ([www.stinova.com](http://www.stinova.com)), a STiNO Company, to provide High Definition (HDTV) hardware and software for current and future Destination Television locations.

STINOVA - a developer and manufacturer of premier software solutions for Digital Signage Applications - delivers the core technologies needed to manage, distribute and compose media rich content including HDTV videos, stills and other dynamic content. Utilizing a WEB 2.0 based solution makes it is easy to manage and dynamically scale the digital signage network from a few locations up to a country-wide large scale network.

"Partnering with Stinova provides us with a world class HD IPTV technology platform for distribution of our content allowing us to compete, scale and roll-out new locations at an accelerated rate". The Company President "Gordon Scott Venters" announced today.

"We are pleased to be working with Destination Television Inc. The partnership allows us to bring our Digital Signage technology to the enormous hospitality market segment which includes bars restaurants and hotels throughout the US" – said Franz Hintermayr, CEO of Stinova Ltd.

**About STINOVA Ltd.:**

STINOVA Ltd. develops the core software technologies that power the worlds Digital signage networks. These core technologies address all aspects of Digital Signage delivery from stand alone systems to dynamic Digital Signage Networks. STINOVA's IPTV products seamlessly integrate LiveTV and other Video Streams up to HDTV into multi-media Digital Signage content.

**About Destination Television:**

"In 2009 Destination Television revenue operations is poised to grow exponentially as a result of the change in the Companies new directive of focusing on chain locations for generating revenue scalability and advertiser and vendor growth. The new model eliminates the company's need for a 'sales engine' where the location cultivates the advertisers and vendors growth on their networks."

Throughout the year, Destination Television expects to broadly increase its locations. By adding a wide range of Digital Signage solutions offering collaborations of music video and movie trailer content, weather, social information and stock quotes. We are adding this additional content to our current product lines and intend to vastly increase our network footprint in high traffic out-of-home destination in North America and Canada.

For more information, please visit: [www.destinationtelevision.com](http://www.destinationtelevision.com)

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This release contains forward-looking statements that involve risks and uncertainties. These statements may differ materially from actual future events or results, specifically in the areas of future sales growth and profitability. Forward-looking statements are inherently subject to risks and uncertainties, some of which cannot be predicted or quantified. Future events and actual results could differ materially from those set forth in, contemplated by, or underlying the forward-looking statements. The risks and uncertainties to which forward-looking statements are subject include, but are not limited to, the effect of government regulation, competition and other material risks.

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