



MYPYPELINE RAISES US\$1.7 MILLION FROM TECHNOLOGY PROVIDER

Vancouver, BC / October 28, 2008: Pypeline Health Inc., an online fitness and social media company has secured US\$1.7 million from technology provider BroadRamp Inc. In July 2008, Pypeline Health Inc. launched www.mypypeline.com, an online gym and social networking utility that offers an extensive library of video-on-demand workouts and training programs to support its users.

Pypeline's online content is delivered exclusively using BroadRamp's Managed Content Delivery System™ (MCDS) technology. Using MCDS™, www.mypypeline.com is able to provide the best user experience online with fast play and high quality video files. When a user selects an on-demand video workout the result is an instant-on, high definition streamed media file without the need to rely on third party proprietary video players such as RealPlayer or QuickTime.

"BroadRamp's MCDS allows us to sell high-quality video streams. Our 60-minute workout videos stream quickly and reliably to our consumers over the Internet anywhere in the world. Broadramp helps us with complete services that allow us to encode, manage and monetize our content while also providing more competitive bandwidth costs. It's a win-win. Our consumers get a great on-demand video experience and the cost to us is more economical than other content delivery networks can offer," stated Jeff Sharpe, CEO of Pypeline Health Inc.

Under the terms on the agreement, BroadRamp Inc. has invested US\$1.7 Million in Pypeline Health Inc. BroadRamp is providing mypypeline.com with their Managed Content Delivery System™ and a license for their proprietary video compression technology. In addition, Greg Nakagawa, President and CEO of BroadRamp Inc. will serve on Pypeline Health Inc.'s board of directors.

"Mypypeline has taken a truly unique approach to developing content that is engaging and provides real value to viewers," said Greg Nakagawa, CEO, BroadRamp. He continued, "MCDS allows for the delivery of content that is cost effective and of the highest quality. Together we bring the consumer a workout experience that delivers visual rewards along with the rewards of being fit."

ABOUT MYPYPELINE HEALTH INC.

Mypypeline.com is an online gym offering today's best on demand workouts and complete fitness programs. From 6-minute exercise videos to 60-minute training sessions, MyPypeline has top fitness trainers available 24/7. An affordable, portable health and fitness service, MyPypeline workouts go anywhere: at home, at work, or on vacation. No more gym memberships or expensive personal trainers. Workouts can be viewed on demand as a streamed rental or downloaded MP4 for a mobile device. Combined with MyPypeline's powerful social networking tools, individuals can create and manage their workout friends and fitness community online.

ABOUT BROADRAMP INC.

BroadRamp provides content delivery solutions for online multimedia applications creating multiple solutions for online needs. BroadRamp's content delivery platform seamlessly and securely converts existing video content into rich multimedia with full screen Internet video and audio. It is the only content delivery platform developed to deliver multimedia content instantly to the end user.

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