



FOR IMMEDIATE RELEASE

Los Angeles – October 27, 2011 – Halloween in Hollywood Live on Tvoop.com

On Monday November 1, at 6:00 PM pacific time, the largest Halloween street party in the world, one of the largest Halloween celebrations, drawing hundreds of thousands to Santa Monica Boulevard each year, will be live on Tvoop.com.

The legendary Halloween party is in West Hollywood. Each year, more than 500,000 people take to the streets of Santa Monica Boulevard to enjoy the craziest, most eccentric costume creations ever. The big draws of the evening are the Halloween Costume Contest and crowning of an Honorary “Queen of the Carnaval”. Activities include live entertainment, food vendors, pumpkin carving contests. Admission is free and the event starts at 6PM.

About Tvoop.com

Tvoop.com is a live streaming website, enabling anyone with a computer and Internet connection to easily broadcast any event to a global audience of unlimited sizes a public, private or pay-per-view (PPV) channel. Users may also record their shows and upload other videos. Uploaded videos and/or any recorded live streaming sessions may be offered public, private or on a pay-per-view basis. This feature enables individual as well as institutional broadcasters to easily and quickly generate revenue.

Tvoop.com is an end-to-end live & video content management platform, with fully integrated social, payment, analytics and advertising solutions. Tvoop offers full service live streaming services to businesses, educational and religious institutions, and conference organizers. Tvoop's full service plans include all necessary technology, audio-visual equipment and manpower to provide for a “full service” and “worry free” experience. Tvoop.com's “geo-physical restriction” feature, gives the broadcaster the option to restrict viewing of their shows in certain regions. This allows broadcasters with live performances in a certain venue to expand their audience base all over the Internet world, while encouraging viewers in close proximity to personally attend the show.

Through strategic alliance with leaders in “Content Delivery”, Tvoop.com is in the position to offer the best quality live streaming at the highest speed. In a world full of pre-recorded, static video, tvoop.com provides a dynamic live social experience, while creating an opportunity for its broadcasters to generate revenue.

Tvoop's customers include: CBS Consumer Products, Creation Entertainment, Los Angeles Fitness Expo, University of Southern California, Chapman University, and Greenberg Traurig.

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