

"American Idol" Scores Another World Record Vote

Los Angeles Calif. – May 22, 2008 - FOX's "American Idol" scored another voting record in Season 7 with its David Cook vs. David Archuleta finale, it was announced today by Telescope, the leader in mobile and interactive TV solutions with the largest phone voting system in the world that manages all phone/text message voting for the show. The television juggernaut, produced by FremantleMedia North America and 19 TV racked up over 97 million votes, shattering its own previous Guinness Book of World Records title for the most votes in a single night in 2007.

Millions of viewers tuned in to "American Idol" each week and voted for their favorite contestants by dialing into the toll-free telephone numbers or texting in on their AT&T Mobile phones. To-date, across all seven seasons, the show has amassed an incredible 2.96 billion votes cast.

Working with "American Idol" since its programming debut in 2002, Telescope Inc. has successfully managed voting for all seven seasons. This year, Telescope Founder Edward Boddington again presented Ryan Seacrest with the final results envelope live on stage, announcing this year's winner, David Cook.

"The television show format that brought public empowerment to primetime has had another incredible season of voting as witnessed by this phenomenal record breaking event," said Troy Sample, CEO of Telescope. "Viewers utilized text messaging more than ever this season with an unprecedented number of text votes on the last night, and 78 million messages throughout the course of the season. After seven successful seasons, it was still a great honor to see our founder present the winning envelope on the finale show."

About Participation TV

Participation TV introduces television content that engages viewers to act and respond. Traditionally, television delivers high quality programming designed to entertain, inform and educate; viewer involvement was limited to letters requesting on-air mentions, multiple choice home viewer prize competitions and limited Web-based interactivity. Today with the advancement of digital television and the almost universal adoption of mobile telephones globally, viewers are offered more ways to get involved in the programs they are watching.

About Telescope Inc.

Telescope provides fully integrated interactive solutions, combining our expertise in fixed and wireless communications with a comprehensive knowledge of interactive marketing, service creation and mobile business solutions. Our clients include media and production companies, network broadcasters, brands, marketing service agencies, retailers, Internet portals, and network operators. Telescope is headquartered in Los Angeles, California, with offices in New York and London. Visit us on our redesigned website at www.telescope.tv.