

MOGULUS UNLEASHES THE POWER OF CESAR MILLAN'S NEW VIDEO CHANNEL

THE DOG WHISPERER TEAMS WITH MOGULUS FOR A SERIES OF LIVE VIDEO WEBCASTS



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NEW YORK (May 1, 2009) - Mogulus, the most powerful live broadcast platform on the Internet, announced an alliance with renowned dog expert Cesar Millan's official online dog coaching course, Sessions with Cesar, to create The Sessions with Cesar Channel. The channel will have regularly scheduled live webcasts for the worldwide audience of Millan's fans, as well as a selection of great video dog coaching clips. Millan's fans and course members will also enjoy unique opportunities to engage on dog issues and topics during the live video webcasts. Cesar Millan is best known as the star of National Geographic Channel's hit show "The Dog Whisperer with Cesar Millan."

Starting this Sunday, May 3, 2009 at 3 p.m. EDT, Millan will engage his worldwide audience in the first of a series of regularly scheduled live video webcasts using Mogulus' service, and launching his new Sessions with Cesar Channel. Mogulus' unique capabilities enable Millan to create professional quality webcasts with high-definition video, multiple cameras, imported videos clips, overlay graphics, and integrated chat. "My partnership with Mogulus makes it possible for my audience to interact live during my video webcasts. Together we are adding another powerful dimension to my interactive online dog coaching course, Sessions with Cesar, and allow more fans and dog owners to share their experiences, seek advice and find solutions to their dog problems." says Millan.

"Pushing the envelope for delivering high production-value live video webcasts, makes the Mogulus platform the most attractive for television professionals like Cesar Millan" said co-founder and CEO Max Haot. To watch and chat with Millan during his live webcasts, point your Web browser to www.mogulus.com/cesarlive. The first webcast is scheduled for 3 p.m. EDT on Sunday, May 3, 2009.

ABOUT MOGULUS

Mogulus is the most powerful live broadcast platform on the internet. Producers can use the Mogulus browser-based Studio application to create LIVE, scheduled and on-demand internet television to broadcast anywhere on the web through a single player widget. Our service comes in two flavors Free (ad-supported) and Pro (white-label, no-ads, pay for usage). Unique features include the ability to mix multiple live cameras, imported videos clips, and overlay graphics. With Mogulus, producers can broadcast live from a mobile phone; use a customizable flash player with integrated chat; and develop a branded channel page on Mogulus.com that incorporates interactive chat.



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ABOUT CESAR MILLAN AND SESSIONS WITH CESAR

Cesar Millan is a world-renowned dog behavior specialist, known for his uncanny ability to walk large packs of dogs at a time. And from poodles to pit bulls, the well-behaved canines under Cesar's care have all been rehabilitated; each of them rescued from a wide range of behavior issues -- everything from insecurity to severe 'red zone' aggression!

Developed by Cesar and Ilusion Millan together with IMG Media, Sessions with Cesar is a video-based online coaching course designed to help dog owners become the best pet parents possible. The course helps new dog owners get started and best raise their new dogs, as well as assisting those who want to address dog behavior issues such as Anxiety, Hyperactivity, Fear and Aggression.

Cesar's unique "Power of the Pack" methodology comes from his keen understanding of canine pack behavior. While most dog trainers relate to one animal at a time, Cesar often uses the pack itself -- the natural social unit for canines -- to rehabilitate a wayward dog.

Cesar first captured the national spotlight when his National Geographic Channel series "Dog Whisperer with Cesar Millan" premiered in 2004. Now in its fourth season, the show was twice nominated for an Emmy® Award for "Outstanding Reality Program." The show is



also currently being nominated for an Imagen Award for "Outstanding Reality Program."

Cesar's first book, "Cesar's Way," released in April 2004, has sold more than one million copies in hardcover





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and spent 15 weeks at No.1 on The New York Times Bestseller List. The paperback edition of "Cesar's Way," released in September 2007, and his new book "Be the Pack Leader," released in October 2007, are both current New York Times bestsellers.

His company Cesar Millan, Inc. was formed in order to reach out to the dogs Cesar is unable to help personally. The company is constantly developing new resources and tools and offers free information to the public through its high-traffic website and an opt-in newsletter with over 300,000 subscribers.

On Valentine's Day 2007, Cesar and his wife Ilusion announced the formation of the Cesar and Ilusion Millan Foundation. The non-profit organization provides financial support and rehabilitation expertise to shelters throughout the United States, better enabling them to maintain the highest standards of care and assistance to animals under their protection.

Over the years, Cesar has cultivated legions of loyal fans and clientele, including celebrities Oprah Winfrey, Will Smith and Jada Pinkett Smith, Denise Richards, Daisy Fuentes, Nicolas Cage, Scarlett Johansson, and Hilary Duff. Cesar has given hundreds of print and radio interviews, including The New York Times, The New Yorker, USA Today, and National Public Radio and has appeared on "The Oprah Winfrey Show," "The Tonight Show with Jay Leno," "Live with Regis and Kelly," "The View," "The Today Show," "The Martha

Stewart Show," and CNN. He's even been parodied on Comedy Central's hit show, "South Park."

Cesar was born in Culiacan, Mexico and has more than 20 years of experience rehabilitating troubled canines. He lives in Los Angeles with his family -- wife Ilusion and sons, Andre and Calvin.

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