



Mobile500 Alliance Names John Lawson as Executive Director

Washington, D.C. - November 15, 2010 - The Mobile500 Alliance announced today that it has hired digital media leader John M. Lawson, former Executive Vice President of ION Media Networks, as its Executive Director. In this role, Lawson will be integral to the efforts of the alliance to promote mobile digital television, or Mobile DTV, nationwide, including securing content arrangements with program suppliers and enhancing consumer device features with electronics manufacturers.

The Mobile500 Alliance announced its formation in September. It brings together leading broadcasters in a collective, focused effort to bring Mobile DTV service to the American public. Mobile DTV enables consumers to watch live television on their laptops, tablets, smart phones and other mobile devices, all using a broadcast signal and without using the bandwidth of wireless providers.

“This is a key organizational step in our goal to accelerate the availability of Mobile DTV to consumers. John brings the leadership focus and experience we need to take the Mobile500 Alliance to the next level. He knows our industry, he understands the technology, and he has proven leadership and organizational skills,” said Colleen B. Brown, President and Chief Executive Officer of Fisher Communications, Inc. and President of the Mobile500 Alliance.

“The Mobile500 Alliance is a leader in creating a robust, new wireless service. With no additional spectrum, we will deliver the video content that consumers value most, when and where they want it. I’m excited about working with Colleen Brown and the board and membership of the Mobile500 Alliance to bring Mobile DTV to the nation,” said Lawson.

From 2008 to 2010, Lawson served as Executive Vice President of ION Media Networks, where he led policy strategy, distribution relations, and strategic initiatives. Previously, Lawson was president and CEO of the Association of Public Television Stations (APTS), which secured the policy and funding support for the successful digital transition of the public television industry. At APTS, he negotiated the most extensive agreement in the history of the broadcasting industry for the carriage of multiple digital programming streams on America's cable systems.

Lawson was a founding board member of the Open Mobile Video Coalition (OMVC) and was elected to its first executive committee. He also served on OMVC’s business and public affairs advisory groups. In April of this year, Lawson re-launched his strategic consulting firm, Convergence Services, Inc., which he will retain while serving as Executive Director of the Mobile500 Alliance.

ABOUT THE MOBILE500 ALLIANCE

The Mobile500 Alliance is a voluntary alliance of leading television broadcasters that seeks to develop strong partnerships within the industry and with leading members of other industries to accelerate the nationwide availability of a commercial mobile digital television service for consumers. The Mobile500 Alliance is composed of over 40 individual broadcast companies that own and operate over 400 commercial television stations in diverse markets across the country. For more information, please visit <http://www.Mobile500Alliance.com>.

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