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David Lynch's DLF.TV Launches New Mobile Video Channel With Mogreet Partnership =

Posted February 10, 2010

David Lynch Foundation Television (DLF.TV), the entertainment branch of the Academy Award-nominated director's peace and education advocacy non-profit, today announced a partnership with Mogreet -- a leader in mobile video marketing -- to bring DLF.TV's video content into the mobile space. DLF.TV's first mobile video will be a special music montage short, shot and directed by David Lynch, featuring Afghan-American singer Ariana Delawari. The promo is premiering on DLF.TV, in partnership with Flavorpill, on February 2nd, 2010. Shot in the director's distinctive style, the short shows Delawari dressed in an array of Old Hollywood costumes, singing snippets from a number of songs off of her debut album, *Lion of Panjshir*, released by Lynch's own record label. Cell phone users will be able to view the trailer by texting "LYNCH" to 647338.

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As mobile messaging has become truly mainstream -- more messages are sent/received every day than there are phone calls placed/received -- Mogreet takes texting to the next level, namely video. Mogreet's platform is utilized by leading brands around the United States to communicate with their customers. Most commonly used as a marketing tool by for-profit businesses, the partnership with DLF.TV is Mogreet's first foray into the non-profit space.

"We are always looking for ways to expand the reach of our video content," commented Heather Hartnett, Director of Communications, DLF.TV. "Previously, that reach was limited by the bounds of the Internet, so we're very excited to be going mobile with the Delawari video and reaching interested viewers directly on their cell phones."

Mogreet's proprietary mobile video messaging platform is the first of its kind in the US, and has the largest MMS footprint in the country. The company can reach more than 200 million consumer's handsets, across all major carriers.

"Mogreet's mobile video marketing has proven its ability as an effective tool for for-profit businesses to reach their consumers directly, but there is a huge potential for non-profits to utilize the service as well," commented Jay Goss, Senior Vice President, Sales and Marketing, Mogreet. "We're very pleased to be partnering with DLF.TV on this first experiment in non-profit mobile video delivery and we hope that it will lead to future mobile video campaigns with DLF.TV and other non-profits."

About DLF.TV

The David Lynch Foundation for Consciousness-Based Education and World Peace was founded in July 2005 by the award winning filmmaker David Lynch with the immediate goal of teaching one million at-risk youth to meditate. The Foundation has already provided over 100,000 scholarships for students to learn the Transcendental Meditation technique, as well as inmates and guards in prisons, formerly homeless men in re-entry programs, soldiers with PTSD returning from Iraq and Afghanistan, and American Indians suffering from diabetes.

In April 2009, David Lynch launched David Lynch Foundation Television ([DLF.TV](#)): The Online TV Channel, which, in David's words, "Documents programs that awaken creativity and transform

lives." [DLF.TV](#) showcases high quality video content from David Lynch Foundation programs and events, debuts compelling profiles and documentaries, and explores all aspects of creativity.

About Mogreet

Founded in 2006, Mogreet enables marketers to combine the expressiveness of video with the ubiquity of text messaging to create the most effective way to communicate in mobile: mobile video messaging. Mogreet has enabled a diverse group of companies in hospitality, retail, sports, entertainment and pharmaceuticals to communicate with its customers via mobile video messaging. The company has raised \$7MM USD in venture capital from Ascend Venture Group, Black Diamond Ventures, DFJ Frontier and Spyglass Ventures. Mogreet is headquartered in Venice, California. For more information on the Company, visit www.mogreet.com.

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