



March 2, 2011

Tivus Annual Ad-revenue Example Supplemental Information

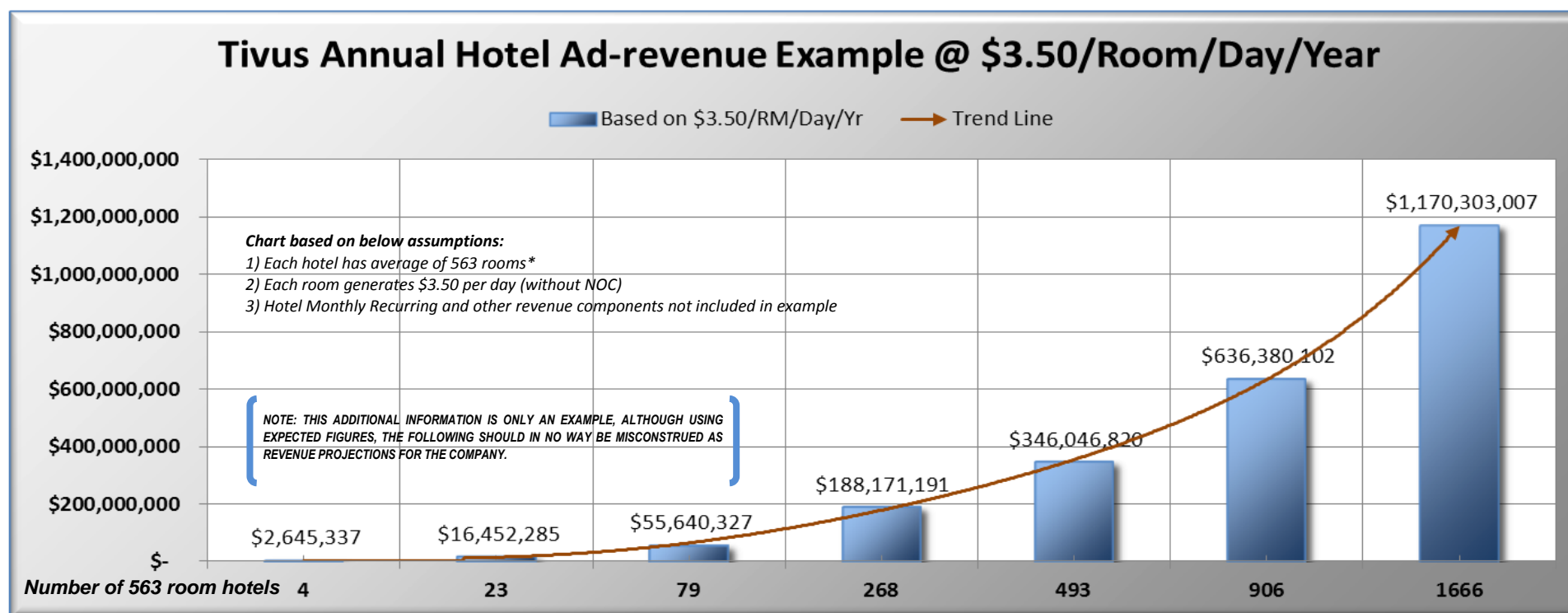
In a press release dated September 23, 2010, Tivus Awarded Doubletree Hotels® HD IPTV Contract, the following appeared:

"It is important to recognize, in this new revenue generating paradigm for the hotel and hospitality industry, the amount of the contract is only a part of the total revenue expected to be generated. Advertising revenues will generate a second revenue stream that is expected to currently yield additional revenues of two to three times that of the price of the contract. "Moreover, upon completion of Tivus' network operations center, this second revenue stream is conservatively expected to yield revenues of more than five to six times that of the original contract price. Specific revenue sharing numbers are proprietary, and have been withheld for competitive reasons."

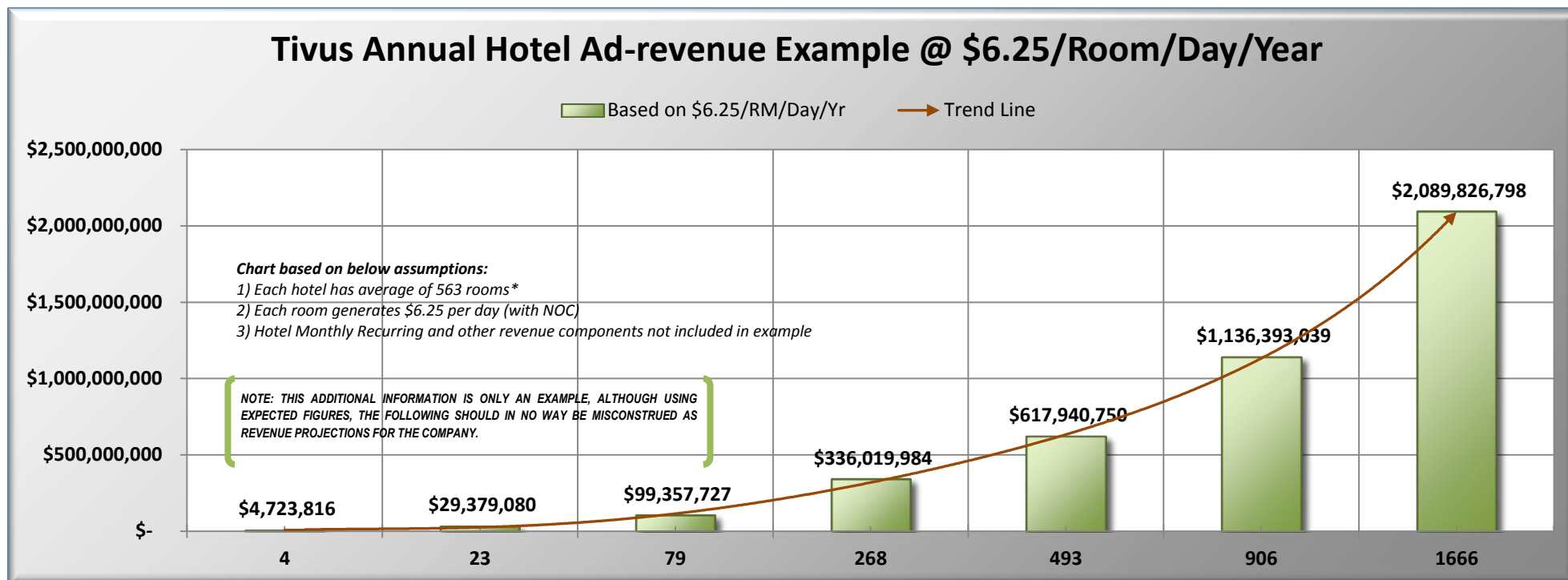
In order to further clarify the above description, we have provided two **annual gross ad revenue example** charts based on the assumptions that the average number of rooms in each hotel is 563*, and each room generates either \$3.50/day/room or \$6.25/day/room in gross ad revenue (hotel contract payments not included in examples).

THIS ADDITIONAL INFORMATION IS ONLY AN EXAMPLE, ALTHOUGH USING EXPECTED FIGURES, AND THE FOLLOWING SHOULD IN NO WAY BE MISCONSTRUED AS REVENUE PROJECTIONS OF ANY KIND.*

Number of Hotel Rooms		1126	2071	3,808	7,003	12,879	23,684	43,554	80,096	147,296	270,878	498,145	916,088
Number of 563 Room Hotels		2	4	7	13	23	43	79	146	268	493	906	1666
Based on \$3.50/RM/Day/Yr	\$3.50	\$ 1,438,465	\$ 2,645,337	\$ 4,864,775	\$ 8,946,321	\$ 16,452,285	\$ 30,255,752	\$ 55,640,327	\$ 102,322,562	\$ 188,171,191	\$ 346,046,820	\$ 636,380,102	\$ 1,170,303,007
Based on \$6.25/RM/Day/Yr	\$6.25	\$ 2,568,688	\$ 4,723,816	\$ 8,687,098	\$ 15,975,574	\$ 29,379,080	\$ 54,028,128	\$ 99,357,727	\$ 182,718,860	\$ 336,019,984	\$ 617,940,750	\$ 1,136,393,039	\$ 2,089,826,798



* Source: U.S. Travel Association 2009



About Tivus, Inc.

Tivus, Inc. is a technology entertainment services company that provides internet-based TV and Cable programming, interactive game content, and goods & services to the hotel/hospitality industry. Using onsite hardware and software, including flat-screen televisions, Tivus offers its customers a turnkey guest entertainment solution. Tivus' unique IPTV hotel entertainment system is a complete, multifaceted entertainment platform that, for the first time in the industry, generates previously untapped revenues to the hotel through commercial spots, advertisements of local tourist services, and hotel promotions, etc. For more information, please visit www.tivus.com.

* Source: U.S. Travel Association 2009



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One of our most important responsibilities is to communicate with shareholders in an open and direct manner. Comments are based on current management expectations, and are considered "forward-looking statements," generally preceded by words such as "plans," "expects," "believes," "anticipates," or "intends." We cannot promise future returns. Our statements reflect our best judgment at the time they are issued, and we disclaim any obligation to update or alter forward-looking statements as the result of new information or future events. We urge investors to review the risks and uncertainties contained within its filings with the OTC Markets and/or Securities and Exchange Commission.

NOTE: THIS ADDITIONAL INFORMATION IS ONLY AN EXAMPLE, ALTHOUGH USING EXPECTED FIGURES, THE FOLLOWING SHOULD IN NO WAY BE MISCONSTRUED AS REVENUE PROJECTIONS FOR THE COMPANY.