



MHZ CHOICE SVOD RELAUNCHES POWERED BY VHX OTT TECHNOLOGY

Brings Award-Winning Crime, Drama and Comedy Series Stateside with Dedicated TV and Mobile Apps

Brooklyn, New York, May 5, 2016 – Today, video technology platform [VHX](#) announced a partnership with [MHZ Networks](#) – one of the largest distributors of foreign-language content subtitled in English in the US – to power its subscription video on demand (SVOD) network, [MHZ Choice](#). The acclaimed purveyors of European crime and drama series transitioned its video subscription network to VHX’s full-stack, scalable OTT solution to support its growing subscriber base.

Available now online and through dedicated iOS, Android, and Roku apps powered by VHX, MHZ Choice fans can enjoy 24/7 on-demand video streaming of over 3,000 hours of award-winning comedies, detective dramas, and documentaries available with English subtitles. Subscribers will have exclusive access to the latest installments of internationally beloved crime series *Detective Montalbano*, starring Luca Zingaretti, plus new series premiering each month.

“MHZ Networks is not a technology company, we are a media company. We need to spend our resources telling our entertaining and compelling stories, not on developing a video delivery platform which is costly and time-consuming. VHX gives us the ability to do just that,” said Lance Schwulst, VP of Content & Digital Strategy at MHZ Networks.

Following Vimeo’s acquisition of VHX announced earlier this week, [MHZ Choice](#) will have access to Vimeo’s global ecosystem of over 280M monthly users to build audience for its premium channel.

New customers can start with a free 30-day trial and subscribe for \$7.99 per month online, or directly from their iPhone or iPad – a new in-app subscription feature VHX has integrated into iOS and continues to roll out to other connected devices to increase publishers’ market reach and sales.

About VHX

[VHX](#) is a technology platform created for anyone who wants to build a video business. Acquired by Vimeo, Inc. in May 2016, VHX provides an end-to-end technology solution that enables businesses, big and small, to sell content directly to their audience from their own websites and apps. VHX sellers get total control of their content, distribution, and customer data, so they can market effectively to their audience, scale quickly, and keep more revenue. Thousands of VHX sellers have sold over \$9M of video content to over 1.5 million happy customers. www.vhx.com.

About MHZ Networks

MHZ Networks is a broadcaster that brings the best international news and entertainment to an American audience. MHZ Networks is available in over 30 million households nationally via distribution to 28 broadcast affiliates. MHZ Networks has garnered critical and viewer praise with its international mysteries, crime fiction, dramas and comedies. MHZ Networks’ content is available through “MHZ on

DVD”, on demand services including “MHz on Demand” and streaming services including its proprietary SVOD platform, “MHz Choice”. More information at www.mhznetworks.com.

For media inquiries, please contact:

Lanna Apisukh | lanna@vhx.tv | (718) 360-1704

Kelly Hargraves | khargraves@gmail.com | (332) 493-1930

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