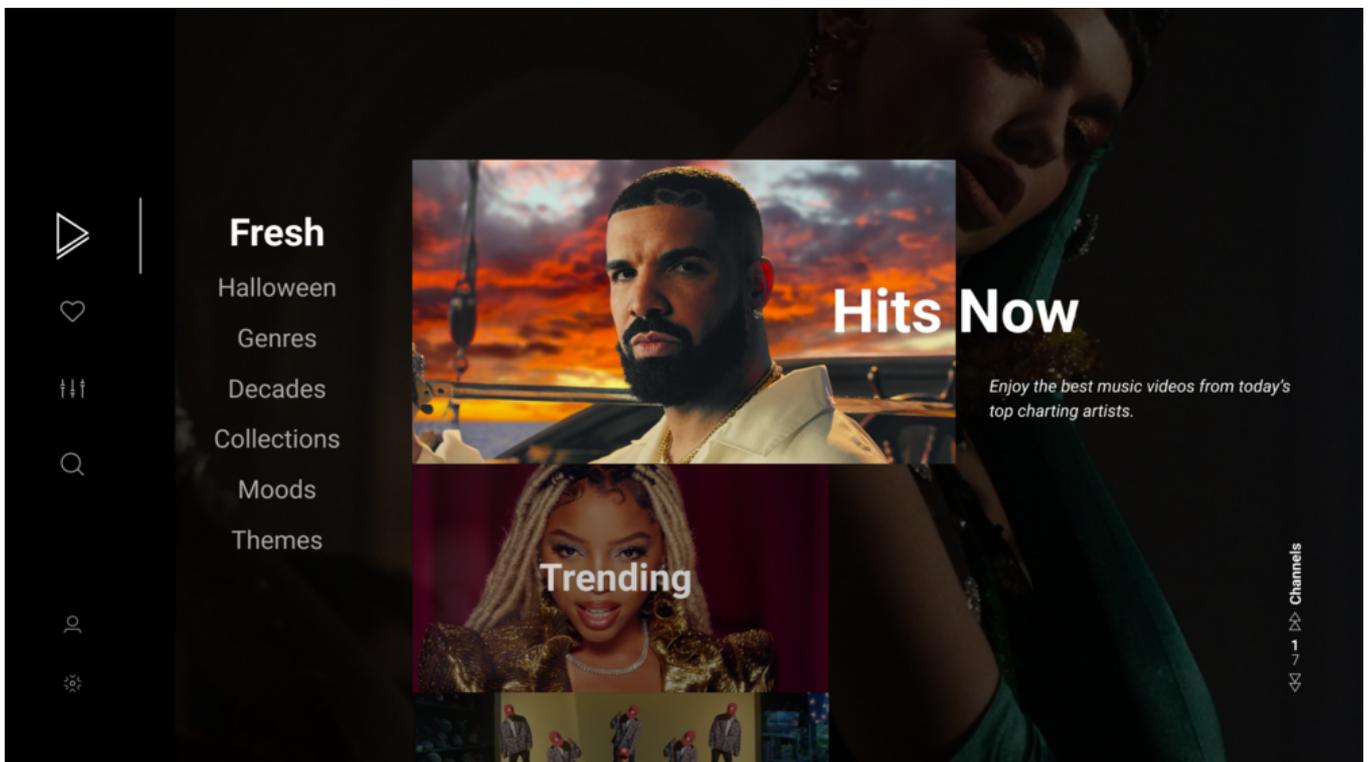


# XITE

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## XITE LAUNCHES ON CANADIAN TELECOM PROVIDER SHAW

Continuing to grow its footprint in Canada, the music video platform launched on Shaw Communications



**BROOKLYN — October 14, 2021** — XITE’s interactive app, offering the ultimate music video experience on TV and OTT platforms, is now available to all Shaw TV IPTV customers across Western Canada. Shaw customers can now access XITE’s vast catalogue of music videos, including up to 100 curated channels and various interactive features, such as the ability to “like” and “skip” videos. The app also boasts XITE’s “Mixer” feature where customers can select a genre, decade and style to personalize their own music video channel.

Shaw Communications is a leading Canadian telecommunications company that provides telephone, Internet, television, and mobile services. Shaw's focus is connecting its customers to the world through a best-in-class, seamless connectivity experience.

XITE is a global music video platform with linear and app distribution via numerous partners. It is currently available on Samsung Smart TVs, Comcast Xfinity, Amazon FireTV, Roku, Sky Q, Apple TV, Cox, Rogers and Ziggo.

For questions and/or more information:



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#### ABOUT XITE

XITE aims to offer the best music video experience in the world. Founded in the Netherlands, XITE now reaches 100 million households across Europe and North America through linear networks, interactive TV apps, and on-demand streaming services. The company revolutionized the way audiences experience music videos by allowing viewers to search, like, and skip through its entire catalogue, enjoy channels curated by its team of music experts and create their own channel based on a genre, decade style and mood using its unique Mixer feature. XITE has a full music video catalog through agreements with all major and top independent music labels and distributors.

[www.xite.com](http://www.xite.com)

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