

FHTML NAMES MICHAEL COLLETTE AS CHIEF EXECUTIVE OFFICER

New York, NY—Oct 13, 2009—FHTML, provider of a programming language that enables expanded use of rich media, announced today that it has named Michael Collette chief executive officer. In this role, Collette has been charged with leading the rollout of the company's flagship product, FluidHtml, raising capital, building the team and ramping up the company. With more than 17 years of experience in early stage media technology companies, Collette brings to FHTML extensive background in the structuring, strategy and rapid growth of technology-based businesses.

Collette is no stranger to the chief executive role. He previously served as CEO of PhyFlex Networks, a broadband access solutions company that was sold to Ciena. Before PhyFlex Networks he served as CEO of Ucentric Systems, an embedded software company that pioneered Multiroom DVR in the TV industry and sold to Motorola. Prior to Ucentric Collette was senior vice president, marketing & business development for OpenTV, the global leader in interactive television middleware.

Collette's appointment follows the recent launch of FluidHtml, FHTML's new, search-engine-indexable markup language, at the TechCrunch 50 conference. FluidHtml combines the best of HTML and Flash, allowing programmers to now deliver rich Web functionality in an easy-to-code HTML-like markup language.

"I look for opportunities to contribute to the technical evolution of the medium in which the media is expressed," said Collette. "FluidHtml is a new mark-up language that allows rich media to be used much more widely on the Web than it is today. We make it much easier to author, much more economically attractive to use and a much more natural extension of the rest of the Web. FluidHtml will greatly enrich the Web and make it a much more compelling medium for generations to come."

"We're extremely pleased to have Michael join us to lead the launch of the Company," said Bruce Benson, chairman of FHTML and senior managing partner of FTI's global media and entertainment practice. "FluidHtml is positioned to put rich application development in the hands of every developer. With Michael's leadership, we see a bright future for the product as a core technology across multiple platforms enabling the future of media and the Internet."

FluidHtml recently launched at TechCrunch50. For more information about FHTML and FluidHtml, please visit www.fluidhtml.com.

About FHTML

FHTML, Inc. is a programming language company that enables the expansion of rich Internet applications. FluidHtml, FHTML's flagship product, is a new language for developing rich, interactive Web sites and Web applications. FluidHtml dynamically generates "Flash-on-the-fly" and runs on 95% of the world's computers and browsers with no additional plug-ins or downloads. It's an easy-to-learn animation tool that is inherently search engine indexable,

supports 3D natively, can be dynamically generated from the server, and radically reduces total cost of ownership for the enterprise.

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