

**ASX & MEDIA RELEASE**

**8 April 2008**

**Launch of AFL and NRL Trivia Games**

Two Way Limited has enhanced its catalog of interactive TV services with new trivia games carrying the brands of the Australian Football League and National Rugby League.

The new AFL and NRL trivia games have been launched as part of Two Way's "Brainteaser Trivia" service on FOXTEL Gamesworld (channel 555). Subscribers to the Brainteaser Trivia service can test their knowledge of AFL and NRL by answering 20 new questions each day for each sport.

Chief Executive Officer of Two Way, Ben Reichel, said: "We are proud to have the AFL and NRL as part of our line-up of interactive TV games. Our games services are an important part of our business, and we continue to develop new content to keep our subscribers happy.

Two Way's games services offer over 1,000 fresh trivia questions every week, with content updated daily. In addition, we offer challenging puzzle and strategy games, which are simple to learn and fun to play, as part of our games services on FOXTEL, Austar and Sky New Zealand."

Subscribers to Two Way's Brainteaser Trivia service on FOXTEL pay \$6.95 per month for unlimited gameplay. In addition, all of Two Way's games are available on a pay-per-play basis, for \$1 per play.

Further details on the AFL and NRL trivia games are provided in the attached media release from FOXTEL.

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For further information:

Ben Reichel  
Chief Executive Officer and Managing Director  
Phone: +612 9017 7000 or 0412 060 281

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**ABOUT TWO WAY LIMITED (ASX: TTV)**

Two Way creates advanced interactive media and gambling applications. Our competitive strengths include our specialised expertise, patented technology, and library of interactive applications, which can be deployed on TV, mobile or internet.

Two Way has developed an interactive TV wagering service with Tabcorp Holdings Limited (ASX:TAH) and FOXTEL, with the potential to establish similar relationships with other wagering and broadcasting partners throughout Australia and overseas.

Our interactive wagering technology offers advanced betting features and related information, and utilises the latest synchronisation techniques to enhance the user experience. This technology can be applied to both racing and sports betting applications.

Our Way2Bet portal offers an extensive range of information resources to help punters bet better. These services are available via online and mobile platforms at [www.way2bet.com.au](http://www.way2bet.com.au) and way2bet.mobi.

Two Way's products are currently being deployed by leading wagering and interactive TV operators in Australia and New Zealand. Our clients include Tabcorp, Foxtel, Austar and Sky New Zealand.

To learn more about Two Way visit [www.twowaytv.com.au](http://www.twowaytv.com.au)

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## MEDIA RELEASE



## TEST YOUR AFL AND NRL TRIVIA THROUGH NEW GAMESWORLD ACTION ON FOXTEL

*April 7, 2008*

Fancy yourself a footy trivia buff? With the winter sports season now in full swing, FOXTEL is challenging sports fans to test their knowledge of the Australian Football League (AFL) and National Rugby League (NRL) with the launch of two exciting new interactive brainteaser trivia quizzes on the FOXTEL GAMESWORLD service.

The AFL Daily Trivia and NRL Daily Trivia games will provide subscribers with 20 questions – which will be updated daily – to challenge their knowledge and see how much they know about AFL or NRL.

The questions will test expertise of recent and historic events, players, coaches and memorable moments from both codes.

The AFL Daily Trivia and NRL Daily Trivia games complement the extensive live and replay coverage of AFL and NRL which is available to FOXTEL subscribers through FOX SPORTS, and are also being launched as both codes celebrate significant milestones in 2008 – the 150 anniversary of Australian football and the centenary of rugby league.

FOXTEL subscribers can simply use their remote controls to play both the AFL Daily Trivia and NRL Daily Trivia games, which form part of the Brainteaser Trivia section in the GAMESWORLD portal available through Channel 555.



“FOXTEL has long been a sports supporter and broadcaster with our subscribers enjoying comprehensive football coverage of AFL and NRL via FOX SPORTS,” said Patrick Delany, FOXTEL Executive Director of Content, Product Development and Delivery.

“Offering an interactive games service for two of Australia’s most popular football codes is a bonus for our subscribers as GAMESWORLD lets them get more out of their FOXTEL. By adding these new categories relevant to individual viewers, FOXTEL is creating a personalised interactive service that can be expanded in the future with more sports and other genres.”

GAMESWORLD offers subscribers a suite of interactive games that are entertaining for the whole family across three genres, Kids Family, Brainteaser Trivia and Casino

Sport. For \$6.95 per month, subscribers can have unlimited access to games any of the genres, or can choose to have access to all categories for \$16.95 per month. The GAMESWORLD service also allows FOXTEL subscribers to “Single Play” all games for \$1 from any of the three genres Kids Family, Brainteaser Trivia and Casino Sport.

Subscribers can access GAMESWORLD by selecting the “Active” button on the FOXTEL remote or by going direct to Channel 555. With Single Play purchase, subscribers need a fixed home phone line with 1900 capacity, connected to their FOXTEL set top box unit. All GAMESWORLD games are played using the FOXTEL remote.

FOXTEL partnered with the Australian organisation TwoWayTV for its Brainteaser Trivia games including the new AFL and NRL games.

## **ENDS**

### **Further information:**

Mikala Robertson  
FOXTEL New Media Publicist  
(02) 9813 7406  
[mikala.robertson@foxtel.com.au](mailto:mikala.robertson@foxtel.com.au)

### **About FOXTEL**

FOXTEL is Australia's leading subscription television provider and is connected to more than 1.443 million homes on cable and satellite through retail and wholesale distribution. FOXTEL strives to ensure subscribers find TV they want to watch every time they switch on through delivery of more than 100 channels covering news, sport, general entertainment, movies, documentaries, music and children's programming. FOXTEL is owned by Telstra Corporation Ltd (50%), The News Corporation Ltd (25%), and Consolidated Media Holdings (25%).