

ASX & MEDIA RELEASE

9 September 2008

Launch of MAX Music Trivia Game

Two Way Limited proudly announces the launch of the MAX Music Trivia game, the latest addition to Two Way's suite of interactive TV games.

The MAX Music Trivia game is available to viewers of the MAX channel on FOXTEL and Austar, and also via the FOXTEL Gamesworld channel and the Austar MindGames channel. Viewers can test their knowledge of music trivia by answering 25 new questions every day.

Chief Executive Officer of Two Way, Ben Reichel, said: "The MAX Music Trivia game appeals to lovers of contemporary music and classic hits. Viewers can sharpen their own music trivia knowledge, or challenge up to three of their mates, using Two Way's multi-player game design.

"The MAX Music Trivia Game broadens the appeal of Two Way's trivia games, and complements the Australian Football League and National Rugby League sports trivia games that we have launched this year.

"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. Alternatively, subscribers can include Two Way's games as part of a multiple games channel subscription for \$16.95 per month. In addition, all of Two Way's games are available on a pay-per-play basis, for \$1 per play.

Austar subscribers can access Two Way's games for \$5.95 per month, or as part of a Games Triple Pack with other games channels.

Mr Reichel added: "Two Way has also recently extended our games services online, with the launch of our revamped casual games portal at Way2Play.com. This site capitalises on the Company's strengths in trivia and other casual games, and creates a range of opportunities to add value to our broadcasting partners and sponsors."

Further details on the MAX Music Trivia game are provided in the attached media release from FOXTEL.

For further information:

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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 wagering portal offers an extensive range of information resources to help punters bet better. These services are available via online and mobile devices at www.way2bet.com.au and way2bet.mobi.

Our Way2Play casual games portal complements and extends our interactive TV games channels.

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



MEDIA RELEASE



GAMESWORLD MAXIMISES MUSIC TRIVIA

September 8, 2008

Reckon you know if The Beatles or The Rolling Stones sold more albums? Was it John Farnham or Jimmy Barnes that topped the charts achieving the most number one songs in the 1980's? Test your knowledge of contemporary music and classic hits with the rocking new **MAX Music Trivia** game – available on FOXTEL's GAMESWORLD.

The MAX Music Trivia game can be accessed by pressing the red button on the FOXTEL remote while watching any program on MAX (Channel 805), or via GAMESWORLD (Channel 555).

Patrick Delany, FOXTEL Executive Director of Sales and Product Development said, "By introducing MAX Music Trivia, FOXTEL is providing a fantastic new interactive quiz for music buffs. This year FOXTEL also added AFL and NRL Trivia to GAMESWORLD for football fanatics, expanding the range of quiz topics available to the whole family, and providing great value for our subscribers."

Shaun James, General Manager, XYZnetworks Music Channels said, "The ability to work with FOXTEL's GAMESWORLD team and broaden the offering from the MAX brand has proven to be a great opportunity for us. The initial results from MAX Music Trivia show that not only do our audience love MAX's content but they love music trivia as well."

To celebrate the new MAX Music Trivia smash hit game, MAX is giving players the **chance to win** the latest LG 42" Plasma TV. It's easy to win, simply play MAX Music Trivia, then text the gamecode displayed on screen at the end of the game, plus your name, to 197 42637¹. One entry per gamecode only, however you can play as many times as you like to get more gamecodes. Entries close on 31 October 2008, for competition details visit <http://maxtv.com.au/Max/Win.aspx>.

Each day MAX Music Trivia is refreshed with 25 new music-related questions. Games can be played with one, two, three or four players – challenge your mates to see who really knows Mariah from Madonna.

Play MAX Music Trivia absolutely free every Sunday from midday to 3.00pm, outside of this time standard GAMESWORLD fees apply.



¹ 55 cents maximum cost per SMS

GAMESWORLD offers subscribers a suite of interactive games that are entertaining for the entire household across three genres, Kids Family, Brainteaser Trivia and Casino Sport. For \$6.95 per month, subscribers can have unlimited access to games from 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 **MAX Music Trivia** games.

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About FOXTEL

FOXTEL is Australia's leading subscription television provider and is connected to more than 1.5 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 Limited (25%). Further information:

www.foxtel.com.au

About MAX

MAX is part of XYZnetworks which broadcasts many of Australia's most popular Subscription TV channels including The LifeStyle Channel, LifeStyle FOOD, Channel [V], Channel [V]², MAX, Country Music Channel, and The Weather Channel. XYZnetworks also owns Arena TV, distributes global giant Discovery Channel and jointly owns kids powerhouse Nickelodeon and Nick Jr. Collectively the channels reach more than 4.3 million* television viewers. XYZnetworks is equally owned by FOXTEL and AUSTAR. *Source – OzTAM



WHERE MUSIC LIVES