



ASX: TTV

MEDIA RELEASE

TWO WAY TV APPOINTS INDUSTRY LEADER AS CEO

May 11, 2006

Two Way TV Australia Ltd, the region's leading provider of interactive TV applications and technology, has appointed Chris Grant-Foster, 41, as Chief Executive Officer, effective May 15.

Grant-Foster was most recently Asia Pacific CEO of iTouch Australia Pty Ltd, where he grew revenue by 12 per cent in the 2005 financial year and by 155 per cent in the 2004 financial year. During his time with iTouch he successfully negotiated contracts with the PBL group of companies and the Seven and Ten networks, and extended contracts with Telstra, Optus, Motorola and ninemsn.

Grant-Foster has extensive experience within the content industry and interactive technology as well as telecommunications experience throughout Asia. He has previously held management roles at Samsung Australia, Hutchison Telecommunications and Siemens in Australia and the UK.

His appointment reflects Two Way TV's commitment to its growing mobile-to-TV interactive business and its expanding presence in the all-important Asia region – most recently demonstrated by the agreement signed with News Corporation's STAR Group, with a potential reach of 300 million viewers in 53 countries.

Two Way TV Founder and Managing Director Jim McKay now becomes Executive Director and will assist Grant-Foster to continue to grow the business.

"Chris is an entrepreneurial, energetic man who is perfectly poised to capitalise on the foundations we have carefully laid. He fully grasps the opportunities we have in front of us regarding mobile phone interactivity and his experience in Asia will prove invaluable," Two Way TV Chairman Stuart McGregor said.

"Add the depth of experience of the company's founder Jim McKay, who extended his original contractual obligation by six months to cover the CEO role until this appointment, and you have a formidable combination. Jim has made, and will continue to make, an enormous contribution to the business with his wealth of knowledge and experience."

Jim McKay said: "The building blocks have been put in place and now is the time for Chris in this CEO role to capitalise on that. I will provide counsel and assistance to Chris as well as the contacts I have formed in the Australian and international media industries."

In his new role, Grant-Foster will focus on realising revenue growth for Two Way TV, particularly from Asia, and target new opportunities for growth.

“It’s an incredibly exciting time for Two Way TV and having worked in Asia, I am impressed by the depth of work they have already done there. I can see where they are headed in Asia and why,” Grant-Foster said.

“My goal is to turn this potential into reality. The advantage is the company has never been myopic about where the future revenue growth lies – this is truly an international business.”

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ABOUT TWO WAY TV AUSTRALIA (ASX: TTV)

Two Way TV is the leading provider of interactive TV applications and technology in Australasia and Asia. Its competitive strengths include its patented technology, library of interactive applications, exclusive content deals and management team.

Two Way TV’s exclusive and perpetual licence from Two Way Media Ltd in the United Kingdom gives automatic access to arguably the world’s largest library of interactive applications for TV programs, as well as to the technology to deploy these applications for broadcasters within very rapid timeframes. Two Way TV is also the exclusive licensee of mobile and interactive TV games and gambling applications from key industry supplier Zone4Play, Inc.

Two Way TV’s growing portfolio of mobile-to-TV interactive products features Simcast, a ground breaking technology which allows mobile phone users to interact with TV broadcasts in real time, without the need for a set top box.

Two Way TV’s services are currently being deployed by leading free to air and pay TV operators in Australia, New Zealand and Hong Kong. In March Two Way TV signed an interactive TV deal with STAR Group in Asia, which has an audience of 300 million people in 53 countries.



BACKGROUND INFORMATION ON CHRIS GRANT-FOSTER

Prior roles in chronological order from the present.

iTOUCH AUSTRALIA PTY LTD – Chief Executive Officer Asia-Pacific

SAMSUNG AUSTRALIA – General Manager Telecommunications

HUTCHISON TELECOMMUNICATIONS (AUSTRALIA) – General Manager
Technology & Operations and prior to that Group Product Marketing Manager

SIEMENS (AUSTRALIA) – General Manager Mobiles Australia & New Zealand
and prior to that Business Manager Eastern Region Enterprise Business

SIEMENS (UNITED KINGDOM) – Account Director Banking & Finance

CADBURY SCHWEPPE (AUSTRALIA) – Marketing Executive

KONICA (AUSTRALIA) – Account Manager

BAYCORP (NZ) – Sales Executive

