



ASX: TTV

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TWO WAY SIGNS DEAL WITH M2B GAME WORLD TO PUT INTERACTIVE GAMES ON GLOBAL BROADBAND TV SERVICE

Two Way TV Australia Limited has signed a three year deal to provide interactive games to online games provider, M2B Game World Pte Ltd., via the Global Broadband TV service owned by Amaru, Inc. (a US-listed Nevada based company) and marketed worldwide through Amaru's M2B World subsidiaries in the U.S. and Asia.

The Global Broadband TV service enables subscribers worldwide to access over 40 channels of video-on-demand programs under the M2Btv brand, using any high-speed broadband connection, through M2Btv's innovative PONY set-top box that also offers video conferencing features without additional telecommunication charges.

M2B Game World, an innovative provider of over 20 online games with an integrated micro-payment system on its MagicOverLoad platform, supplies and manages all interactive games content on the M2Btv platform. Two Way will provide the first network wide casual gaming service through M2B Game World, targeting markets in North America and Asia.

Chris Grant-Foster, CEO of Two Way said, "M2B Game World and M2Btv represent a new wave of TV businesses taking advantage of state-of-the-art broadband technology to deliver the on-demand lifestyle media experiences that our highly connected customers are learning to expect.

"Two Way is a world leader in development of interactive content for internet protocol television (IPTV). Today's deal with M2B Game World extends our IPTV strategy into new areas, and also shows how we are starting to build a critical mass of IPTV deployments," he added.

Felix Lee, General Manager of M2B Game World stressed that, "Two Way offers a unique portfolio of IPTV-enabled casual games which appeal to the broadest demographic and to our stable of games in the casual games genre. The Two Way games are great interactive content that complements the M2B Global Broadband TV service perfectly."

Some of the initial free-to-play titles presented are Push'n'Shove, Deal With It and Sudoku. These will be further refreshed to 9 games on a carousel model as the service is expanded.



A trial of Two Way's interactive games has begun on the M2Btv platform from 21 August 2006, with a commercial launch scheduled for September 2006. M2B Game World plans to deploy the games channel throughout its global network of broadband TV services. Pricing for the service may vary from country to country, but initially will be set at Singapore S\$6 (US\$3.60) per month, which will be shared between Two Way and M2BGameWorld.

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ABOUT TWO WAY TV AUSTRALIA (ASX: TTV)

Two Way 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'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 is also the exclusive licensee of mobile and interactive TV games and gambling applications from key industry supplier Zone4Play, Inc.

Two Way's services are currently being deployed by leading free to air and pay TV operators in Australia, New Zealand, Hong Kong, China and India.

ABOUT M2B GAME WORLD

M2B Game World Pte. Ltd. is a subsidiary of Singapore-listed Auston International through a share acquisition from M2B World Pte. Ltd. Through its MagicOverLoad portal, M2B Game World provides access to over 20 online games, including MMORPGs like Water Margin, Super Dancer Online, RAN Online, JX Online, as well as on-demand entertainment content, online shopping malls, mobile and 3G services to the gaming community, targeting seven countries including Singapore, Australia, China, Indonesia, New Zealand, Philippines and Thailand.

The MagicOverLoad platform also offers a unique micro-payment system enabling secure online purchases via pre-paid cards, internet banking, or credit card payments.

