



ASX: TTV

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TWO WAY AND STAR FINALISE ASIAN INTERACTIVE TV DEAL – 300 MILLION VIEWER POTENTIAL

Two Way TV Australia Limited today finalised its agreement with STAR Group, Asia's leading media and entertainment company that reaches 300 million people in 53 Asian countries, for the deployment of Two Way's ground-breaking mobile-to-TV technology called Simcast.

STAR will be able to use Simcast to provide a wide range of interactive TV services for its viewers across 53 countries in Asia. The technology will enable STAR's viewers to use their mobile phones to participate dynamically in a wide range of television programs, including talent and comedy programs, quiz/game shows, music videos, sports, entertainment, news and current affairs programs. The system has already been deployed in successful trials in China and India, involving chat and voting applications on the popular music channel "Channel [V]", and the Hindi entertainment channel "STAR ONE".

The expected revenue from this deal in the current financial year is reflected in Two Way's existing revenue guidance. Over time, the deal has the potential to generate multiple revenue streams for the company, from the deployment of multiple applications across multiple countries. The deal has a term of five years.

Managing Director of Two Way, Mr Jim McKay, said "By any means, the signing of this five year deal with STAR, giving access for our Simcast mobile-to-TV interactive system to STAR's viewers across 53 countries in Asia, is a dramatic and highly significant step in our strategy to become the dominant interactive television player in the Asian region. Its potential impact on the Company's prospects should not be underestimated.

"Apart from the sheer scale of the direct opportunity with STAR, it also represents a great calling card to other potential customers in the region. STAR is a great company with which to be associated.

"Now that the deal is signed, we will work full speed ahead with STAR to identify which programs in which countries hold the greatest potential. It is our joint intention to get as many great interactive programs going on as many channels in as many countries as we can, as soon as we can."

Executive Vice President, Content of STAR, Mr Ross Crowley, remarked, "The signing of agreement with Two Way will further expedite our efforts in launching mobile-to-TV interactive services to our viewers throughout Asia. The positive results from the trials in China and India have been most encouraging and STAR will use the new content technology to create an even greater connection between our wide range of television channel brands and our viewers, leveraging our programming into the interactive mobile space."



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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 and Hong Kong.

ABOUT STAR

STAR is a leading media and entertainment company in Asia. STAR broadcasts over 50 television services in eight languages to more than 300 million viewers across 53 Asian countries. STAR channels cover all genres including general entertainment (Star Plus, Xing Kong, Star Chinese Channel, Star One, Star Utsav, Star World, Vijay, Phoenix Chinese), sports (ESPN, Star Sports), movies (Star Chinese Movies, Star Gold, Star Movies), music (Channel [V]), and news and current affairs (Star News, Star Ananda, Phoenix InfoNews Channel).

STAR controls over 20,000 hours of Indian and Chinese programming and also owns the world's largest contemporary Chinese film library, with more than 600 titles, featuring superstars including Jackie Chan, Chow Yun Fat and Bruce Lee. In partnership with leading companies in Asia, STAR businesses extend to filmed entertainment, television production, cable systems and wireless and digital services.

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