



ASX: TTV

ASX & MEDIA RELEASE

12 July 2006

TWO WAY TO PROVIDE INTERACTIVE GAMES FOR PCCW'S NOW TV PLATFORM, THE WORLD'S LARGEST IPTV SERVICE

Two Way TV Australia Limited (ASX:TTV) has signed a three year deal to provide interactive games to the world's largest internet protocol television (IPTV) service, now TV of PCCW.

This is the first interactive games deployment on the now TV platform, and is another example of the innovative interactive services that PCCW offers its subscribers through now TV. Hong Kong-based subscribers are offered more than 110 channels, delivered to their TV sets over now TV's broadband network.

Mr. Dominic Leung, PCCW's Managing Director of Television and Content, said "now TV has grown rapidly since its launch in late 2003 to over 550,000 subscribers. As the global leader in IPTV, in addition to the widest variety of world-class channels, leveraging on our network's interactive capabilities, we pioneered a number of interactive applications for our customers. An onscreen ticketing service enabling customers to purchase cinema tickets, and our now Select content-on-demand service, are just a few examples."

"This time we are cooperating with Two Way to offer the best interactive games to our customers. We expect these games to be popular among our existing and new subscribers."

This is the first deal signed under Two Way's new CEO Chris Grant-Foster, who was appointed in mid-May.

"The deal with PCCW is the first time our games content will operate via an IPTV network to the television", Grant-Foster said.

"Two Way is the first Australian company integrating interactive content into broadband IPTV. All the games being provided to now TV were locally produced by Two Way.

"We are proud to work with PCCW, a global pioneer of IPTV, on one of the first IPTV games deployments in the world. IPTV will become an extremely important delivery platform for telcos in Asia and Australia."

Two Way already operates interactive games channels on Foxtel and Austar in Australia, and Sky Television in New Zealand. Two Way has also signed a deal to bring



interactivity to News Corporation's STAR Group in Asia, which will potentially reach 300 million viewers in 53 countries.

A subscriber trial of Two Way's interactive games will be conducted on now TV from 12 July 2006, with a commercial launch scheduled for November 2006.

For further information:

Chris Grant-Foster
CEO, Two Way TV Australia Limited
+612 9017 7000 or +61 411 865 611

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.

