



ASX: TTV

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ACCEDO BROADBAND AND TWO WAY IN STRATEGIC PARTNERSHIP FOR IPTV APPLICATIONS

Sydney and Stockholm – 11 October 2006 – Two Way TV Australia Limited and Accedo Broadband, leading providers of TV-centric interactive applications, have entered a strategic partnership to work together to develop and enhance each others' portfolios of IPTV technology and services. The deal enables each company to leverage the intellectual property of the other party on a global scale and work together to provide the largest offering of innovative IPTV applications in the world.

Australian-based Two Way has deployed interactive TV games on Pay TV operator platforms in several Asia-Pacific markets, while European-based Accedo is focused on IPTV and broadband-enabled consumer electronics. With both parties having different geographical strengths, Accedo and Two Way are able to enrich each others' IPTV portfolios, and at the same time investigate the rich technology and knowledge synergies in this rapidly emerging sector.

"Our deployment of the Way2Play games service on PCCW's IPTV platform (under the brand "Now" in Hong Kong) has positioned Two Way as the leading supplier of interactive services to IPTV platforms in the Asia Pacific region" said Chris Grant-Foster, CEO of Two Way. "With 550,000+ subscribers, the PCCW platform allows Two Way to reach more customers than any other IPTV games supplier. Our relationship with Accedo enables us to augment the richness of the Way2Play service on this and other platforms, and exploit fully the power of the Accedo IPTV Application Portfolio in our markets."

"Two Way's strength in Asia Pacific and their well-known expertise in TV-centric gaming will provide an excellent addition to Accedo's network of partners", said Michael Lantz, CEO of Accedo. "Both parties will benefit from this partnership, which will enable us to bring innovative IPTV concepts to new markets quicker. The IPTV market evolves quickly all over the world and the partnership will increase both parties' ability to compete in the marketplace. Together, we have the strongest IPTV application offering in the world."

The three year deal sees the two companies cross-licensing a range of IPTV applications from their respective portfolios, sharing knowledge and committing to continuous development of strategic opportunities within IPTV together.

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ABOUT ACCEDO BROADBAND

Accedo is a leading aggregator and distributor of interactive content and applications for IPTV and broadband enabled consumer electronics. Accedo provides the largest available multi-platform portfolio of TV-centric applications, Accedo Application Portfolio™, containing e.g. games, quizzes, puzzles, video art, comics, karaoke, weather, news, communication and music.

Accedo offers a turnkey solution compatible with major IP set-top boxes and software platforms. Accedo delivers services together with IPTV operators and consumer electronics companies both via branded services such as Funspot™ and through operator brands.

To learn more about Accedo Broadband visit www.accedobroadband.com.

ABOUT TWO WAY TV AUSTRALIA LIMITED (ASX: TTV)

Two Way's strategic focus is to be the interactive partner of choice in Asia Pacific, providing content, applications and services across three key verticals:

- Wagering and Gambling
- Casual Games
- Mobile to TV Applications

Through its exclusive license agreements with Two Way Media Ltd (UK) and Zone4Play Inc (US), Two Way has access to the world's largest library of interactive TV applications, as well as leading-edge mobile and gambling applications.

Two Way's products and services reach a potential audience of 162 million people across seven countries, via distribution agreements with leading media groups including Foxtel, Austar, Sky New Zealand, Sky News Australia, STAR, PCCW, and MagiNet.

To learn more about Two Way visit www.twowaytv.com.au

