



ASX AND MEDIA RELEASE

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TWO WAY TV AUSTRALIA SIGNS DEAL WITH SKY NEW ZEALAND

SKY Network Television Limited has signed a three-year deal with interactive television specialist Two Way TV Australia Limited ("*Two Way TV*") which will see Mind Games, Two Way TV's interactive TV games channel being launched in New Zealand later this year.

The Two Way TV games service will be similar to the Two Way TV games service live on pay-TV operators Foxtel and Austar in Australia. It will be a subscription games channel with five games on offer, including word and trivia games.

Two Way TV and SKY New Zealand will share revenue derived from the games service on a 50/50 basis. The games service will initially be offered at a price of NZ\$5.95 per month, to SKY's digital subscriber base of over 500,000 homes. Similar games services on international pay TV platforms typically achieve penetration rates of 3-4%.

"Two Way TV's games are popular the world over and we are delighted to be bringing these to New Zealand digital TV viewers," managing director of Two Way TV Mr Jim McKay said.

"Coming on the back of our recent acquisition of interactive TV development company Holotype, which has contracts with SKY New Zealand for interactive racing, we are building a very solid relationship with SKY and we look forward to working closely with them," he said.

SKY New Zealand CEO John Fellet said "We believe the Two Way TV word and trivia games will appeal to audiences seeking a challenge. The games will also complement our existing games offering and will grow the overall level of game playing on the SKY platform."

Mr McKay noted that this new contract with SKY follows the three year PRIME Television deal done earlier this year for Two Way TV to provide interactivity for television programmes in New Zealand.

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ABOUT TWO WAY TV AUSTRALIA (ASX: TTV)

TWTVA is the leading provider of live, competitive, enhanced TV entertainment and interactive TV applications and technology to the Australian and Asian television environment. Its competitive strengths include its patented technology, library of interactive program applications, exclusive content deals and management team.

The exclusive and perpetual licence it acquired in 2000 with Two Way Media Ltd in the United Kingdom, has given TWTVA a competitive advantage in terms of content and patented technology in both the Australian and Asian markets. This licence also gives it automatic access to arguably the world's largest library of interactive applications for existing television programs as well as to the technology to deploy these applications for broadcasters within very rapid timeframes.

TWTVA has built a powerful suite of technologies that can be operated across any television delivery platform and interactive TV middleware. The core components consist of patented production, scheduling, and monitoring tools, transmission management, game/ score processing systems, and an engine for handling real-time messaging and score process management.

ABOUT SKY Television

SKY Television (SKY), broadcasting via both UHF and DTH is New Zealand's pre-eminent Pay TV operator, offering a wide range of sports, movies, music, on-demand and general content across more than 80 channels. At end-December 2004, it had 590,777 subscribers.

SKY launched as a three-channel UHF service in 1990, with two further channels added four years later. SKY's UHF signal reaches more than 83% of the country's 1.5 million households. In December 1998 it launched a digital DTH service, extending its reach to the whole country. It presently offers pay-per-view movies, live events and interactive services including Skybet, Skymail, the Weather Channel, games channel Playin' TV and motor vehicle retail guide Go Auto.

With the establishment of a new on line DVD rental service and soon, a new set top box incorporating a personal video recorder, SKY is positioned to bring the New Zealand viewer even more entertainment options.

For further information, please visit SKY's web site at www.skytv.co.nz

For further information:

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