

**ASX & MEDIA RELEASE**

***TWO WAY OPENS HONG KONG OFFICE  
REFLECTS STRONGER ASIA FOCUS***

**Sydney, 26 March 2007** – Two Way Limited has established an office in Hong Kong to ensure it is better positioned to service existing customers in the region, while also continuing to investigate business growth opportunities.

Chief Executive Chris Grant-Foster said the opening of the office reflected Two Way's growing presence in the region.

"Our partners in the region such as PCCW and Star now require a closer day-to-day relationship as we move to a more operational focus," Grant-Foster said.

"Equally important for our business is the need to be geographically closer to the many interactive and content opportunities that exist across Asia," he said. "Commercially, it makes sense for us to have a stronger presence in the bigger Asia markets, and to be front of mind for customers and potential partners in China, Hong Kong, India, Singapore, Taiwan and other key regional markets."

Mr Grant-Foster also announced that Mark Adams has been appointed as Executive Vice President, Business Development and has already moved from Australia to Hong Kong to head up the local operations.

"Mark has significant sales, marketing, strategy and relationship skills, having worked for major international brands across the telecommunication, technology and manufacturing sectors," Grant-Foster said.

"He is well-qualified to manage and promote our business in the region, and has the strategic and commercial foresight to identify the best growth opportunities for the business.

"Mark has already made excellent inroads into a couple of key business projects, and we are expecting to be in a position soon to announce some exciting new initiatives coming out of the region."

Two Way has also appointed local Hong Kong resident, Anthony Ng, to work with Mark as Business Development Manager.

**For further information:**

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## **ABOUT TWO WAY LIMITED (ASX: TTV)**

Two Way is the leading provider of interactive applications and technology in Asia Pacific. Our competitive strengths include our patented technology, library of interactive applications, and exclusive content which can be deployed on TV, mobile or internet.

Our interactive wagering application offers an extensive range of bet types and form guides, and utilises the latest synchronisation technology to enhance the user experience. This technology is now being applied to sports betting applications, including play for prizes and play for real.

Two Way has developed an extensive catalogue of casual games which are being deployed on Open TV and IPTV platforms, and will soon be available for mobile handsets and PCs via our casual games portal at [www.way2play.com](http://www.way2play.com).

Two Way has rapidly grown its portfolio of mobile to TV interactive products for both casual games and wagering applications. Our Simcast product allows mobile phone users to interact with TV broadcasts in real time, without the need for a set top box, and gives the broadcaster complete flexibility.

Two Way's services are currently deployed by leading free to air and pay TV operators in Australia, New Zealand, Hong Kong, China and India. Our clients include Tabcorp, STAR Asia, PCCW, Foxtel, Sky New Zealand and Maginet.

To learn more about Two Way visit [www.twowaytv.com.au](http://www.twowaytv.com.au)

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## **ABOUT MARK ADAMS**

Mark Adams is Executive Vice President, Business Development for Two Way Limited, based in Hong Kong. Mark's area of responsibility is to develop business in China, Hong Kong, Taiwan, India, Singapore and other markets where there is potential to deploy Two Way's interactive services.

Mark was most recently national sales manager for LG Electronics Mobile Communications division, where he was responsible for the major mobile operators in Australia and New Zealand (Telstra, Hutchison, Vodafone, Optus). During his three years at LG, market share grew from under 2 per cent to over 10 per cent and LG was established as a credible consumer mobile brand.

Mark has over 10 years mobile industry experience, having also worked in sales and marketing roles for SingTel Optus and handset distributor Brightpoint. At Optus he managed a portfolio of handset brands including Motorola, Sony Ericsson and Samsung, growing the brand shares of each within Optus and launching multiple products.

He commenced his career at building products manufacturer James Hardie, where he spent three years in sales and marketing. Mark holds an MBA from Macquarie Graduate School of Management and a Bachelor of Business.

