



FOR RELEASE

Softel-USA Announces the MediaSphere Alliance Program

Stamford, CT — February 17th, 2005 — Softel-USA, the leading carousel provider for iTV playout, announces the launch of the MediaSphere Alliance Program. This program brings Softel-USA together with best-of-breed solutions providers for various platforms, including OCAP (OpenCable Applications Platform). Sam Pemberton, President & CEO of Softel-USA says, "Softel-USA believes that offering truly open solutions is vital to the successful uptake of iTV in the US. We're proud to have a visiting engineer onsite at CableLabs contributing to the OCAP specification. Softel-USA is committed to enabling our clients to choose best-of-breed technologies throughout the value chain, with the confidence that they will integrate seamlessly. Partnering with the leading content management and application tools providers in the industry allows MSOs, satellite providers and broadcasters to choose the right solution for their needs, with the assurance that the interactivity will playout smoothly on Softel-USA's MediaSphere carousel at time of air." As part of the MediaSphere Alliance Program, member companies test and certify their applications on a MediaSphere Lab unit that simulates real-world broadcast playout.

Softel-USA isn't new to the broadcast world. Softel-USA's Captioning & XDS transmission solutions have been integrated into top US broadcasters' automation systems since 2001. Softel Limited, Softel-USA's sister company based in the UK, has been deploying iTV carousels in Europe and Asia since 1983.

More information on Softel-USA's MediaSphere Alliance Program can be found at www.softel-usa.com. Membership in the program is \$7,500 per quarter.

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About Softel-USA

Softel-USA offers an innovative range of technology for the iTV world including powerful DSM-CC object carousels and other tools key to a successful iTV playout facility. The MediaSphere Family is designed to be extremely flexible and seamlessly integrated. MediaSphere TX and MediaSphere Lab carousels handle both static and dynamic content and are capable of outputting OCAP, MHP, GEM and MHEG applications, as well as carrying other proprietary streams. Softel-USA's web-based configuration and administration tools facilitate multi-region iTV roll-out and operation. Softel-USA products are deployed in leading entertainment companies such as Canadian Broadcasting Company (CBC), CBS, Comcast, ESPN, GSN, Starz-Encore Group, Technicolor and Turner Entertainment Networks. The company also provides strategic consulting and professional services. For more information about Softel-USA, visit www.softel-usa.com.

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