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FOR RELEASE

Softel-USA and Ensequence Selected as Mentors for the American Film Institute (AFI) Digital Content Lab

Norwalk, CT — February 1, 2006 — Softel-USA, the leading interactive TV (iTV) solutions provider and supplier of distribution and transmission technologies, and Ensequence, the leading provider of iTV authoring software and services, have teamed up with World Wrestling Entertainment® (WWE), Cox Communications and Tractor to create an innovative OpenCable™ Application Platform (OCAP™) iTV application for the AFI Digital Content Lab (DCL).

The iTV application will be presented Tuesday, Feb. 7 at the AFI DCL Semi-Annual Production Wrap Showcase in Hollywood, California. AFI handpicked Softel-USA and Ensequence because they would be able to manage any content, design and technical challenges that might arise in a real-world scenario while meeting the goal of creating a deployable OCAP iTV application for Cox Digital Cable systems. The application was designed to meet WWE®'s business objectives, including increased sales of pay-per-view events.

"AFI provides a fantastic environment for bringing together visionary companies that combine to prove the great possibilities of interactive television," said Sam Pemberton, president and CEO of Softel-USA. "Over the past six months, the partners worked to turn a design concept into a real-world deployable application. In the course of the project we have continued to solidify working relationships throughout the value chain."

The AFI DCL is America's premier research and development center for creating the content and dialogue that advance the digital media industry. Using its *on-Q*® Create suite, Ensequence designed the WWE iTV application to be played out on Softel-USA's MediaSphere Lab carousel.

"This is our third year as a mentor for the AFI Digital Content Lab, which has done a tremendous job of fostering innovation in the interactive TV community," said Dalen Harrison, president and CEO of Ensequence. "We are committed to OCAP and other open standards, which give our customers the flexibility to author their interactive TV shows and commercials to address the broadest range of platforms possible."

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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, ETV, 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. The MediaSphere Alliance Program ensures the system is pre-integrated with best-of-breed technology including: ADB, Ensequence, emuse, Digisoft, Osmosys, Two Way TV and Vidiom. Softel-USA products are deployed in leading entertainment companies such as Canadian Broadcasting Company (CBC), CBS, Charter Communications, 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.

About Ensequence

Ensequence[®] is revolutionizing the way advertisers, networks, channels, broadcasters, and operators interact with their viewers. Established in 2000, Ensequence is the premier provider of interactive TV software used to create, test, and air interactive shows and commercials. Ensequence *on-Q*[®] software suites reduce the time and financial commitment required to produce interactive content. Prominent interactive TV leaders such as the BBC and the Discovery Channel were first to adopt *on-Q* software. For more information about Ensequence, visit www.ensemble.com.

OCAP and, OpenCable are trademarks of Cable Television Laboratories, Inc.

The names of all World Wrestling Entertainment televised and live programming, talent names, images, likenesses, slogans and wrestling moves and all World Wrestling Entertainment logos are trademarks which are the exclusive property of World Wrestling Entertainment, Inc. All other trademarks are the property of their respective owners.

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