

FOR RELEASE



Softel-USA Announces Mindhouse Has Joined the MediaSphere Alliance Program

Stamford, CT — March 17, 2005 — Softel-USA, the leading interactive TV (iTV) solutions provider and supplier of distribution and transmission technologies, and Mindhouse, the leader in iTV service delivery solutions across multiple platforms, announce that Mindhouse has joined the MediaSphere Alliance Program. Sam Pemberton, President & CEO of Softel-USA says, "We are very excited by the response to this program, and we welcome other top iTV companies to join." Fraser Jardine, sales director at Mindhouse said, "We are delighted to partner with such a well-established and highly regarded player in the US market, and plan to bring the combined power of Mindset and Softel to the industry there. Decoupling dependencies, to give clients the ability to choose best-of-breed technologies across the production chain, from authoring tools to playout, is something we look forward to offering the US market."

Mindset, Mindhouse's powerful service delivery platform, has already been integrated with the MediaSphere Family of products, including DSM-CC object carousels. Mindhouse showcased the integrated solution on a MediaSphere TX simultaneously deploying multiple dynamic applications to three middleware platforms (MHP, OpenTV EN2 and BskyB's OpenTV) at IBC 2004 in Amsterdam. The ability to support multiple middleware platforms on one MediaSphere TX gives Softel-USA an advantage in the US market, where more than one middleware platform will be prevalent.

Both Softel-USA's MediaSphere range of carousels and Mindhouse's Mindset are OCAP and OnRamp compliant.

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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), 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 Mindhouse Limited

Mindhouse are technology enablers for the interactive broadcast industry. With Mindset, our enterprise service delivery platform, broadcasters, content providers and platform operators can

deploy interactive services and their associated content cost-effectively across diverse networks and territories, including satellite, terrestrial and cable television, IPTV, web and mobile channels. For return path data, our configurable Transaction Manager module aggregates requests from multiple devices, allowing content providers to offer full two-way services and track their customers across channels and services. Mindhouse also has a range of solutions designed to allow clients to rapidly roll out services to increase viewer loyalty and develop new revenue streams. These include framework applications for Voting (Elect), Quizzes and Competitions (Enquire) and 24/7 magazine content (Engage). Our clients include Turner Broadcasting Systems Europe, Channel 4, ITV, the BBC, Tandberg TV and others. For more information about Mindhouse, visit <http://www.mindhouse.co.uk>.

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