



FOR RELEASE

Softel-USA Welcomes Nionex to the MediaSphere Alliance Program

Stamford, CT — November 8, 2005 — Softel-USA, the leading interactive TV (iTV) solutions provider and supplier of distribution and transmission technologies, and the iTV specialist Nionex, a wholly owned subsidiary of the DirectGroup Bertelsmann, announce today that Nionex has become the ninth member of Softel-USA's popular MediaSphere Alliance Program.

Sam Pemberton, president & CEO of Softel-USA said, "Nionex's decision to enter the US interactive TV market is timely, following recent successful trials and initial deployments. Nionex will bring with them their knowledge of large-scale deployments in Europe. Their membership in the MediaSphere Alliance Program will prove very useful to our joint customers."

Horst Niggeman, director of interactive TV at Nionex said, "We are excited to partner with Softel-USA as we enter the US OCAP market." Nionex has already integrated its HTML-based pontegra iTV platform with Softel's MediaSphere products.

Nionex showcased the company's pontegra browser running on Softel-USA's MediaSphere DSM-CC object carousel system at the 2005 National Show in San Francisco.

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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 Nionex

Nionex GmbH counts as one of Germany's fastest growing IT service providers. The company is a leading supplier of customized content management and portal, cross media publishing, media asset management, customer relationship management, online shops and interactive TV.

As the technology subsidiary of DirectGroup Bertelsmann, Nionex provides customers with comprehensive services ranging from design to technical realization to the implementation of complete internet or iTV platforms. Nionex developed the product pontegra, the world's first DVB-HTML based platform for MHP, which has since become excellently well established on the market. Nionex counts among its customer Altana Chemie, ATVplus, Bertelsmann AG, CLAAS KGaA, Humboldt University in Berlin, MTV, RTL Television, RTL interactive, Sony NetServices, Telecontrol, Telenet, TRW Automotive, Verlag De Agostini, Verlag Walter deGruyter and wissen.de.

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