

FOR RELEASE



Softel-USA Adds Two Way TV to the MediaSphere Alliance Program

Stamford, CT — August 10, 2005 — Softel-USA, the leading interactive TV (iTV) solutions provider and supplier of distribution and transmission technologies, and Two Way TV, a leading provider of live, competitive, enhanced TV entertainment and interactive TV applications and technology, announce today that Two Way TV has joined the MediaSphere Alliance Program.

Sam Pemberton, president & CEO of Softel-USA said, "I've always admired the innovative iTV applications that Two Way TV is known for in the UK. Their applications for UK broadcaster ITV, play out on MediaSphere systems at Sky every day. Two Way TV's playout management systems are a great compliment to the MediaSphere Family of products."

James Turner, head of sales at Two Way TV said, "We are keen to expand our relationship with Softel into the US OCAP market. Our advanced scheduling and playout system driving Softel-USA's MediaSphere DSM-CC object carousel is an unbeatable combination."

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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. 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.

About Two Way TV

Two Way TV offers broadcasters, program-makers and DTV networks the widest range of interactive TV and mobile-to-TV products and services available in the world. From award-winning creative and pre-production services through to interactive software solutions, Two Way TV's clients and partners include the biggest interactive broadcasters today.

Successes include designing and building many of ITV's flagship services, Test The Nation (where 26% joined in via their remote), Antiques Roadshow and enhanced News services for the BBC, Channel 4's Celebrity Big Brother, Big Brother 2, 3, 4, 5 & 6 and quiz show 15 to 1, Sky Sports' Beat The Pundits and numerous formats for Flextech Television, Turner Broadcasting, YooPlayTV and others.

Its widely-deployed iTV broadcasting systems enables viewers to join in live with their favorite programs. They can answer questions, cast votes or predict what's about to happen on-screen. In the UK they have been licensed to the BBC, Sky Sports, Channel 4, Flextech, Turner, Discovery, MTV, Ascent Media, NTL, Telewest Broadband and many others.

Two Way TV also has its own games channel carrying its own games and branded games from major names like the Lover's Guide. It also runs, in association with Zone4Play, The Winner Channel and the Roulette Channel – UK Cable's only fixed odds soft gaming service. Two Way TV's games are licensed to broadcasters and networks worldwide and are now available in over 11 million homes. For more information go to www.twowaytv.com.

Softel-USA Contact:

Rachelle Zoffer
Vice President, Business Development
Tel: +1 (203) 921-0333
E-mail: rachelle.zoffer@softel-usa.com

Two Way TV Contact:

Anna Landon
PR Manager
Tel: +44 (0) 7958 537 857
E-mail: anna@twowaytv.com