



FOR RELEASE

Softel-USA and emuse Partner to Expand Their Existing Relationship

Stamford, CT — March 22, 2005 — Softel-USA, the leading interactive television (iTV) solutions provider and supplier of distribution and transmission technologies, and emuse technologies, the creator of Modelstream[®], the world's leading multiplatform iTV application and deployment software, and a leader in successfully building and deploying single-screened interactive applications worldwide, announce emuse's membership in the MediaSphere Alliance Program.

The partnership ensures that Softel-USA's MediaSphere Family of products, including DSM-CC object carousels, interoperate with emuse's Modelstream suite of products to enable the seamless operation of the two technologies for broadcasters and operators.

"We are delighted to have emuse as one of the charter members of the Alliance Program," said Sam Pemberton, CEO and president of Softel-USA. "Through the Alliance Program, we are committed to making real world iTV deployments as easy as possible for our clients. Our relationship with emuse underlines our drive to offer well integrated best-of-breed technologies to the interactive TV market."

John Bryan, emuse USA's Director of Operations, said, "Partnering with Softel-USA extends our existing relationship with Softel in the UK." emuse's Modelstream product already has proven interoperable with Softel's flagship carousel engine, MediaSphere TX, through real world projects such as the successful "Great British Spelling Test" that aired on ITV (the largest commercial broadcaster in the UK) in November 2004. "We are excited to expand that relationship as we start to build OCAP applications for the US market place."

Both Softel-USA's MediaSphere range of carousels and emuse's Modelstream authoring system are OCAP, MHP and OpenTV compliant.

The joint OCAP solution, showcasing iTV advertisements built with Modelstream, will be on display at Softel-USA's booth at the NCTA National Show in San Francisco, April 3rd – 5th.

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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), Comcast, 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 emuse technologies

Dublin-based emuse technologies was founded in 1998 by serial entrepreneur Patrick Rainsford to develop a suite of enabling technologies to service the burgeoning global interactive television market. emuse has now succeeded in creating, developing and patenting those technologies and aligning with key players in the arena. The company now employs 70 people and has built a world-class team of software, media, mobile, content, business and technology experts with offices in Dublin, London, and Tokyo, and LA.

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