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M2B World Kicks Off Intensive Marketing of Broadband TV in Southern California, with Plans to Target San Francisco and New York by Year-End

Broadband TV marketing campaign showcases "ultimate lifestyle choice" of M2Btv and PONY set-top box at several high profile events and locations like Digital Hollywood, American Film Market, Third Street Promenade, and Universal Citywalk.

Hollywood, CA – November 8, 2006 – M2B World, Inc. (M2B World), U.S. subsidiary of Amaru, Inc. (AMRU), has lined up an aggressive series of events to increase the ever-growing marketing exposure of the M2Btv service and PONY set-top box. The American Film Market (Nov 1st-8th), Third Street Promenade (Nov 4th), House of Blues (Nov 15th), and Universal Citywalk (Nov 18th) are among the many events scheduled.

M2B World also plans to extend its marketing campaign for Broadband TV service to San Francisco and New York by year-end.

Driving forward from a successful showing at last month's "Digital Hollywood," M2B World has gone all-out in deploying its creative marketing to generate consumer excitement for its innovative M2Btv and PONY set-top box, aiming to deliver the "ultimate lifestyle choice" for an online, on-demand, interactive entertainment, education and shopping experience... 24 hours a day, 7 days a week.

At this year's hugely attended American Film Market (AFM), M2B World partnered with international film distributor Indie Vision Films to showcase over 3,000 titles in the Indie Vision library, especially pushing the highly-anticipated features "Monster Inn" and "The Nightmare Channel" [both soon to be available on M2Btv through the PONY.]

Then, on November 4th, visitors at the Third Street Promenade (Santa Monica) were greeted by beautiful M2Btv spokesmodels and entertained in two living room lounges and a centralized M2Btv booth, providing a "live" demo of the PONY which entertained and impressed consumers at this high traffic locale.

Visitors can experience M2Btv, the first-of-its-kind Broadband TV service that enables subscribers to access over 50 channels of video on-demand programming, along with other unique features available through the PONY, including:

- "Face2Face" - user-friendly Video Conferencing at no extra charge;
- "Video Mail" - live video recording of a subscriber's message;
- "Shopping" – online shopping services;
- "Travel" – online travel guides and booking services; and
- "Internet" – the expected standard for Internet browsing
- "Games" – casual interactive games including Sudoku

Next up, on November 15th, the world-famous House of Blues (Hollywood) will host an incredible evening catered to a specially selected guestlist. Investors and media alike will be introduced to the multi-faceted features of M2Btv and PONY, while enjoying an evening of cabaret, fortune-telling, and jazz.

Keeping the momentum going, M2B World will be making a big splash at the well-known entertainment venue: Universal Citywalk (Hollywood). With thousands visiting every weekend, this will be an ideal venue for consumers to experience and interact with M2Btv and PONY.

"M2B World is reaching out to the market and consumers by bringing the M2Btv experience to them through these road-shows," states Rebecca Binny, General Manager for M2B World, Inc. "Seeing is believing, and it's always a pleasure for us to see how people react to the combination of multiple features like on-demand entertainment and video-conferencing. They immediately realize the added convenience and enjoyment to their lives."

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About Amaru Inc. (AMRU) and M2B

Amaru, Inc., a Nevada corporation, through its subsidiaries under the M2B brand, is a leader in the Broadband Media Entertainment business, and a major provider of interactive Entertainment-on-demand, Education-on-demand and e-commerce streaming over Broadband channels, Internet portals, and 3G devices. To date, the Company has launched multiple Broadband TV websites for Hollywood and Asian entertainment, education and online shopping, with over 100 channels designed to cater to various consumer segments and lifestyles. Its content covers diverse genres such as movies, dramas, comedies, documentaries, music, fashion, lifestyle, edutainment, and more. The M2B brand has established its competitive edge by offering access to an expansive range of content libraries for aggregation, distribution and syndication on Broadband and other media; including rights for merchandising, product branding, promotion and publicity.

Globally, Amaru Inc and M2B are expanding through several integrated companies including:

- 1 M2B World Inc – leads the US market and is based in Hollywood, CA.
- 2 M2B World Pte Ltd – directs the Asian markets through its Singapore office and representative office in Shanghai, China
- 3 M2B Australia Pty Ltd – oversees Oceania markets
- 4 M2B Entertainment Inc. – oversees Canadian market
- 5 M2B Commerce Limited – focuses on e-commerce and e-trading
- 6 M2B World Travel Limited - offers e-travel services
- 7 M2B Game World Pte Ltd – develops online gaming platforms and content
- 8 M2B Commerce Ltd (Cambodia) – oversees Cambodian market
- 9 Amaru Holdings – drives content syndication and distribution

M2B offers consumers personalized entertainment through its wide range of broadband streaming channels available at www.m2bworld.com.

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