



FOR IMMEDIATE RELEASE

Singapore's First Broadband TV service by M2B World seals collaboration with Singapore Press Holdings to offer a new SPH Video News on-demand channel

M2Btv subscribers will have first-ever on-demand access on their TV screens to video news content from SPH with international coverage from Associated Press. The SPH Video News channel will also provide an interactive new media platform for advertisers

Singapore. December 20, 2006 – M2B World Asia Pte Ltd ("M2B World") today announced a partnership with Singapore Press Holdings Limited ("SPH"), to launch a first-ever SPH video news on-demand channel on Singapore's First Broadband TV service, launched by M2B World in July this year. Under the agreement, M2B World will convert, host and stream video news clips produced by SPH, as well as international video news content licensed from AP Digital a division of The Associated Press ("AP").

This new SPH video news channel significantly expands the total offering of entertainment and education on-demand content provided by M2B World on Singapore's First Broadband TV service, reinforcing its position as the leading provider of video on-demand content in the living room. Currently, subscribers can access over 55 channels of local and international content under the M2Btv brand through its Pony set-top box using any broadband connection bringing on-demand content and services to the living room television screens. The wide offering of entertainment content includes Hollywood blockbusters from SONY/MGM like *Memoirs of a Geisha* and *Da Vinci code*; popular Asian serials - *Water Margin*, as well as Korean dramas - *Perfect Love*; BBC comedies such as *Goodness Gracious Me*; Singapore-made movies like *Eating Air*; and much more.

M2Btv subscribers also enjoy face-to-face video calls and messaging at no additional charge, on-demand shopping and causal interactive games such as *Sudoku*.

With this agreement, SPH further extends the delivery of its news content across multiple platforms following its successful initiatives which saw the launch of its recruitment and job search service, ST701, and STOMP (Straits Times Online Mobile Print), a portal that connects, engages and interacts with readers on the Web and via mobile phone messaging. In addition, AsiaOne, SPH's premier news and lifestyle portal which recently underwent a revamp has seen its readership increase to over 100 million page views a month. SPH also has a Mobile Wap News service with SingTel, M1 and StarHub where users can access breaking news, the Straits Times and Business Times, lifestyle news and Chinese news on the go.



"The SPH video news channel is an important addition to Singapore's Broadband TV service to meet the needs of M2Btv subscribers for on-demand entertainment, education and information in the comfort of their living room," said Mr Colin Binny, CEO of M2B World Asia Pacific. "We are pleased to be first in the market to provide high quality on-demand video news coverage of local and international events through this strategic collaboration with SPH and The Associated Press."

"We believe that this partnership with M2B World complements our existing range of products and further entrenches the SPH brand among consumers in the Singapore market", says Mr. James Heng, Executive Vice President, Product Branding/New Media Development, Singapore Press Holdings. "The SPH video news channel also opens up a new interactive media platform for advertisers to reach the generation of on-demand consumers, in their living room, on their television screens."

Mr Heng added: "This collaboration is also the springboard for us to venture into similar partnerships with other interactive channels for our news content in the coming years."

The SPH News channel on M2Btv is targeted for launch by end January 2007. For subscription information, please go to www.m2btv.com, or call 6332 9123, or visit our M2Btv showroom at 01-01 Midland House, 112 Middle Road.

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About M2B World

M2B World Asia Pacific Pte Ltd, is a subsidiary of Amaru, Inc., a US-listed company, which 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. For more information, please visit www.m2bworld.com



About Singapore Press Holdings

Main board-listed Singapore Press Holdings Limited (SPH) is the leading media company in Singapore, delivering news and information through print, Internet and broadcasting platforms. In Singapore, it publishes 14 newspapers in four languages. Every day, 2.7 million individuals or 83 percent of people above 15 years old, read one of SPH's news publications. SPH also publishes over 90 magazine titles in Singapore and the region, covering a broad range of interests from lifestyle to information technology.

Beyond print, the Internet editions of SPH newspapers enjoy over 100 million page views with 6 million unique visitors every month. SPH's online and new media initiatives include its recruitment and job search service, ST701, and STOMP (Straits Times Online Mobile Print), a portal that connects, engages and interacts with readers on the Web and via mobile phone messaging.

SPH has a 20 percent stake in MediaCorp TV Holdings Pte Ltd, which operates free-to-air channels 5, 8, U and TV Mobile, and a 40 percent stake in MediaCorp Press Pte Ltd, which publishes the free newspaper, Today. In the radio business, SPH has a 80 percent stake in SPH UnionWorks, which operates entertainment stations Radio 100.3 in Mandarin and Radio 91.3 in English. In addition, SPH holds an 80 percent stake in SPH MediaBoxOffice Pte Ltd, Singapore's largest outdoor motion display advertising network media company, and a 35 percent stake in TOM Outdoor Media Group, a leading outdoor advertising company in China.

SPH owns and manages Paragon, the prime retail and office complex in the heart of Orchard Road, Singapore's main shopping belt. SPH is also developing a 43-storey up-market residential condominium on its former Times Industrial Building site at Thomson Road, which will be launched in 2007.

For more information, please visit the SPH website: www.sph.com.sg.

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