



## **M2B Launches Hollywood Entertainment News on WOWtv** *Singapore-based broadband entertainment company inks content deal with FCCE to offer Hollywood entertainment news videos on WOWtv sites*

**July 15, 2009, SINGAPORE** -- M2B World Asia Pacific, a subsidiary of US-based Amaru, Inc (AMRU) and Asia's leading broadband entertainment provider, has signed an agreement with FCCE Asia Pacific to make available videos of Hollywood's latest entertainment news on WOWtv websites.

In the two-year agreement, M2B will license FCCE's content to be showcased via IPTV and broadcast through on-demand TV delivered over the internet, set-top-boxes and portable handheld devices. The licensed territories include Singapore, China, Malaysia and Indonesia.

FCCE's three program series – Films & Stars, Hollywood Buzz and Kids Flix are currently offered on WOWtv's Singapore site (<http://sg.wowtv.com>) and will soon be available to viewers on WOWtv's China site (<http://cn.wowtv.com>).

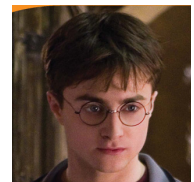


Films & Stars is a sneak preview of Hollywood's hottest new films and the stars that make them, presented in an entertaining half-hour weekly magazine. Some of the stars regularly featured here are among the movie industry's crème de la crème such as Brad Pitt, Angelina Jolie, Christian Bale, Tom Hanks, Kate Winslet and many more.



Hollywood Buzz is a half-hour weekly magazine packed with the latest entertainment headlines and hottest celebrity profiles.

Kids Flix is a fast-paced weekly show aimed at keeping kids up to date on the hottest new movies, DVDs and games.



“As one of the region's first and leading broadband television providers, M2B is consistently delivering new and quality entertainment to our viewers. With the addition of FCCE's shows to our comprehensive range of content, M2B will continue to be the one-stop online entertainment hub for our viewers,” said Mr. Colin Binny, President and CEO of M2B World Asia Pacific.

“We are very pleased to be able to launch our top quality shows in the Asia Pacific region on M2B's WOWtv platforms. We look forward to growing our business in this region with M2B as one of our partners,” said FCCE Distribution's Chief Commercial Officer, Mr. Justus A.G. Verkerk.

The three programs are currently available on a pay-per-view basis on WOWtv Singapore with new episodes updated every week.

M2B engineered Singapore's first broadband TV service with an extensive premium content library in July 2006. To date, its US-listed parent company Amaru Inc. has invested more than



US\$20 million in building and developing M2B's content library and broadband infrastructure in Singapore.

#### **About M2B World Asia Pacific and Amaru Inc.**

M2B World Asia Pacific has established its competitive edge by offering access to an extensive range of content libraries for aggregation, distribution and syndication on broadband and other media. Its content covers diverse genres such as movies, dramas, comedies, documentaries, music, fashion, lifestyle, edutainment and more.

Its parent company Amaru Inc., a Nevada Corporation, is a leader in the broadband media entertainment business and a major provider of interactive entertainment on demand and e-commerce services streamed over broadband channels, internet portals and 3G devices with multiple channels designed to cater to various consumer segments and lifestyles. Since 2006, Amaru Inc. has invested US\$21 million in M2B World Asia Pacific to build its content library as well as to establish its video streaming infrastructure and video-on-demand sites. In 2007 and 2008, Amaru Inc. raised a total of US\$8.5 million in new funding for M2B World Asia Pacific. Amaru Inc. owns 81.6% of M2B World Asia Pacific. For more information, visit [www.amaruinc.com](http://www.amaruinc.com).

#### **About FCCE Distribution**

FCCE Distribution is an international top-level distribution and consultancy company dedicated to providing movie-related content services and international successful formats. FCCE owns a unique archive containing over 10,000 hours of exclusive and original Hollywood-related content. With a proven track-record in the Dutch and international markets, FCCE presents high-quality programming with solid ratings and business cases for all possible media: broadcasters, digital & VOD channels, online, mobile platforms and narrowcasters. FCCE Asia Pacific is a subsidiary of FCCE International, and is serving the Asia Pacific region from its regional office in Singapore. For more information, visit [www.fcce.tv](http://www.fcce.tv), Tel: +31-20-6301030 or Email: [press@fcce.tv](mailto:press@fcce.tv).

*This press release contains forward-looking statements, which are subject to change. The information posted in this release may contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. You can identify these statements by use of the words "may," "will," "should," "plans," "expects," "anticipates," "continue," "estimate," "project," "intend," and similar expressions. Forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from those projected or anticipated. These risks and uncertainties include, but are not limited to, growth and demand for broadband services, the unproven nature of the advertising model, the ability to execute content deals on favorable terms, government controls on media in various regions, the ability to manage rapid growth, disruptions to networks, competitors and new entrants, changes in product mix, our efforts to establish independent broadband sites in countries where conditions are suitable, our ability to expand our offerings of content and various other factors beyond the Company's control.*

#### **For media enquiries, please contact:**

Alexis Ng  
Senior Marketing Manager  
M2B World Asia Pacific Pte Ltd  
Tel: 65-6332-9421  
[alexis.ng@wowtv.com](mailto:alexis.ng@wowtv.com)