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**A COLLINNI TO COVET: HIGH-CLASS PEN NOW AVAILABLE ON
STARZMALL.COM**

***Exclusive high-end Collinni Pen, now specifically available on M2B
Web Channel, Starzmall.com, for under \$100.***

Hollywood, CA – October 24, 2006 – “Can I borrow a pen?” Why borrow when you can own. M2B World, U.S. subsidiary of Amaru, Inc. (AMRU), proudly offers its latest line of exclusive high-end pens. From Collinni New York, this pen of gentlemanly sophistication comes in classic black or wine red and retails at other places for \$115. Now exclusively available through <http://Starzmall.com>, this latest writing wonder is available all across the globe for the astounding price of \$75, only through *StarzMall.com*.

StarzMall.com, your “One Stop Shopping Paradise,” aims to fulfill the shopping needs of consumers in their lifestyle areas, offering products and services ranging from Flowers & Gifts, Men’s & Ladies Accessories, Clothing, Toys, Educational CD-ROMS, Music CDs, Movies VCDs & DVDs, to even Chocolates! Purchases are paid via a secure online payment gateway and conveniently delivered to one’s doorstep. No more long queues at the cashier or lugging large packages home in taxis.

“Our philosophy of bringing excellent pricing, combined with top-of-the-line quality products, is a highly recognized value of M2B and its shopping channels,” attests Rebecca Binny, General Manager for M2B World, Inc. “Offering the Collinni Pen as we have is a definite pleasure and privilege, and M2B will continue to provide our consumers with such high caliber products, along with highly competitive pricing.”

This fashionable worldwide offering of the Collinni Pen is another fine testament to the caliber of craftsmanship one will find at *StarzMall.com* and any other M2B subsidiary. M2B World is one of the biggest service providers in the broadband entertainment business. The company is a leading provider of interactive video-on-demand streaming and e-commerce over broadband channels, Internet portals and 3G devices. Its mission is to deliver the ultimate online, on-demand, interactive entertainment, education and shopping experience at the leisure and convenience of individuals, 24 hours a day, 7 days a week. So, imagine shopping for whatever catches your fancy while viewing a video-on-demand on TV in the comfort of your favorite couch in the living or bed-room. This is the future of Interactive and Broadband media, a future that M2B World, with its inventive range of new-generation services, will soon make reality.

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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.

Safe Harbor Act

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, general economic and business conditions, effects of continued geopolitical unrest and regional conflicts, competition, changes in technology and methods of marketing, delays in completing various engineering and manufacturing programs, changes in customer order patterns, changes in product mix, continued success in technological advances and delivering technological innovations, shortages in components, production delays due to performance quality issues with outsourced components, and various other factors beyond the Company's control. For full statement, please refer to www.M2BWorld.com