



M2B WORLD ASIA PACIFIC PTE. LTD.

For Immediate Release

M2B World Debuts WOWTV Global Website for Worldwide Access to Online Videos

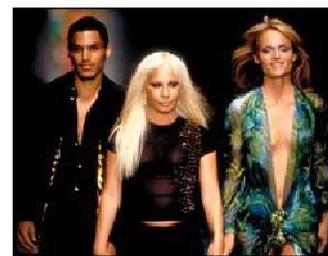
SINGAPORE March 02, 2009--M2B World Asia Pacific, U.S. subsidiary of [Amaru Inc](#) (AMRU), has launched [WOWTV Global](http://www.wowtv.com) (<http://www.wowtv.com>) for worldwide access to their extensive library of licensed online video content.

The new [WOWTV Global](#) site will offer viewers a selection of free and premium TV shows and movies for online video streaming via broadband internet access. Viewers can choose from various program genres including movies, documentaries, fashion, drama series and lifestyle. All programs are available on-demand and can be viewed from anywhere in the world. The site made its debut in February 2009 and will be available 24/7 with weekly content updates.

The global site will enable M2B World Asia Pacific to expand its advertiser and subscriber bases with the utmost quality programming and broadband technology. Viewers will be given a choice between watching [free videos](#) of full-length TV shows and free movies or [premium videos](#) at affordable pay-per-view prices.

[WOWTV Global's](#) notable content includes free and premium movies starring top Hollywood stars in the likes of Anthony Hopkins, Jodie Foster, Demi Moore, Dennis Quaid, Morgan Freeman and Sissy Spacek.

Also available are online TV shows featuring the latest news and specials on the [fashion](#) industry's most prominent icons such as Karl Lagerfeld, Versace, Anna Sui, Paul Smith, Tom Ford, Heidi Klum, Tyra Banks, Giselle Bundchen, Naomi Campbell and many more. Hollywood celebrities like Nicole Kidman, Beyonce, Bono, Mya, Eve, Julianne Moore, Gwen Stefani, Uma Thurman and Nicole Ritchie are also regularly covered in [WOWTV Global's](#) fashion news videos.



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Some of the top lifestyle and variety videos on [WOWTV Global](#)'s online TV videos include the highly popular travel series “[Estelle’s Paradise](#)”. Presented by the multi-talented Latin supermodel Estelle Reyna, this series has enjoyed rave world-wide reviews for its comprehensive coverage of the world’s hot spots.

"With the success of the [WOWTV Singapore](#) (<http://sg.wowtv.com>) online TV portal, we have been receiving increasing demand from internet users outside of Singapore for our video content to be made available to them. As we are in the midst of negotiating for the required content rights, our global viewers can expect more of the best online TV videos to be offered on [WOWTV Global](#) in the months to come," said Colin Binny, President and CEO of [Amaru Inc](#) and M2B World Asia Pacific.

M2B is also looking into extending the new community features on their [Singapore site](#) to the new [global site](#). These features allow registered members to create their own profile, share their favorite video list, upload their own user-generated videos and network with other members. Member registration is free.

The company plans to roll out customized sites in China and India in the months to come which will include a large selection of free movie and TV series videos online.

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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. For more information, visit www.amaruinc.com.

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 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 in entertainment and various other factors beyond the Company's control.

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