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ROBERT CHUA PRODUCTIONS INTRODUCES
THE FIRST CROSS-MEDIA INTERACTIVE TV GAME FORMAT
YOU ARE HISTORY!

Asia's First Cross-Media Interactive TV Show
All-New TV And Internet Game Format

FOR IMMEDIATE RELEASE

Hong Kong, 5 October 2006 – **Robert Chua**, a leading producer of original television programming for the Asian marketplace and founder of **The Interactive Channel (TIC)**, introduces ***You Are History!***, the first cross-media interactive TV quiz/game format using integrated TV, Internet and Telephony (mobile) at MIPCOM 2006. The FRAPA registered show will soon launch on TIC, Asia's first cross-media interactive TV channel.

The one-hour game show is the first of its genre using TV and Internet pairing of contestants. The unique concept is to have two competing teams each consisting of one studio-based contestant and one home-based contestant interacting via webcam. Each team will answer general knowledge, 'IQ' and current affairs questions, solve puzzles and answer questions asked by a celebrity.

The studio-based contestant will be the team leader and decide who will be his/her partner, choosing from a number of home-based contestants. Along the one-hour show, the studio-based contestant or home-based contestants can decide whether to keep his/her partner or to 'fire' that person and choose a replacement -- ***You Are History!***

Viewers can via SMS and the Internet participate by predicting the winning team or the final scoring to win prizes.

"We're excited to have created ***You Are History!***, a very promising unique cross-media interactive TV program," said Robert Chua, Chairman and founder of The Interactive Channel Company Limited. "***You Are History!*** sees the convergence of broadcast TV, Internet and Telephony (SMS) and is available to international buyers who want to broadcast 'cross-media' interactive TV shows generating SMS revenue and ratings. TIC provides the ideal technical support and software platform to integrate the internet, TV and SMS technologies."

Over the past decade, Chua has produced and successfully launched such format hits as *Everyone Wins*, *You Be The Judge* and *The Entrepreneur Show*. TIC licenses its cross-media interactive technology as an enhancement to existing TV channels' programs or to start an entire TV channel with program formats. The Hong Kong-based channel already features a diverse range of cross-media interactive programs including talk and game shows, children's programming, shopping, advertising and customer service's programming. The 24-hour schedule is focused on providing general entertainment for the Hong Kong TV audience who can interact in every show via SMS and web-chat. The 24/7 channel broadcasts locally produced shows.

About Robert Chua:

Robert Chua's 42 years television experience spans from Australia, Singapore, Hong Kong to China. The satellite channel CETV he founded in 1994 secured AOL-Time Warner as his partner. In late 2003 he sold his entire CETV stake to Time Warner to concentrate on pioneering the world's first 'cross-media' interactive channel TIC (The Interactive Channel) that was launched Dec 2004. TIC won the AFDESI 2006 Best International Interactive Enhanced Television Award in Cannes Robert is a (1) Board member of NATPE (USA) (2) Committee member of the Advisory Board of 'Rose d'Or Festival' (Switzerland) (3) Board of Governors of the 'Banff TV Festival' (Canada) (4) Honorary Committee member of the 'Monte Carlo TV Festival' (Monaco) (5) Steering Committee member of 'FRAPA' (Germany); (6) Consultant to 'Shanghai Oriental TV Entertainment Channel' (China) (7) Guest Professor of 'News and Media Studies' Nanjing University, Nanjing (China) For more information: www.robortchua.com

About The Interactive Channel:

Founded by Robert Chua, The Interactive Channel is the first 24-hour cross-media interactive TV channel in Asia providing a combination of entertainment and information to audiences. Through "infotainment-based" interactive media, it features a pioneering cross-media concept utilizing the convergence of broadcast TV, radio, Internet and mobile networking technology.

TIC is available as an international franchise licensing its technology to enhance existing TV shows without having to start a 24/7 cross-media interactive channel. It also operates as a franchise to provide a turn-key operation to set up new TIC channels worldwide on IPTV, cable, terrestrial, satellite and mobile phone among others.

www.tictv.com

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