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ROBERT CHUA'S *THE INTERACTIVE CHANNEL* WINS
THE 2006 INTERNATIONAL INTERACTIVE TV AWARD

The Interactive Channel Wins Best International Interactive Enhanced Television At MIPTV

FOR IMMEDIATE RELEASE

CANNES, April 5, 2006 – Robert Chua's **The Interactive Channel** (TIC) has won the 2006 International Interactive TV Award for best international interactive enhanced television that was held by the French Association for Interactive Television (AFDESI) at the Grand Hotel Majestic, on the 4th of April 2006 during MIPTV in Cannes, France.

The Interactive Channel, founded by Robert Chua is the first 24-hour interactive TV channel in Asia providing "infotainment-based" interactive media to viewers. The 24/7 channel 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.

"We're thrilled to have won such a prestigious award," said Chua. "The world of television has changed tremendously in the past 42 years. From black and white to color, from analogue to digital, audience's demand for innovation is unlimited. Viewers want new content, new format and understandably they want media interactivity. **TIC** is a pioneering cross-media concept that represents the industry's next evolutionary leap. This award reflects **TIC**'s commitment to continuously produce the best suitable content and inject new technologies, giving our viewers constant new experiences. We're now looking for more joint venture partners to take **TIC** to Singapore, China and across Asia."

TIC features a diverse range of 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 The Interactive Channel

From Robert Chua Productions, The Interactive Channel is the first 24-hour 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. Its programming policy will be 'no sex' and 'no violence.'

www.tictv.com

About Robert Chua Productions

Robert Chua, a 42-year television veteran is recognized for having pioneered terrestrial television in Hong Kong in 1967. As one of the first executive producers at TVB – the first terrestrial TV station – Chua brought live programming to Hong Kong, including the variety show *Enjoy Yourself Tonight* and the debut Miss Hong Kong pageant. In March 1995, he launched the Chinese language satellite TV service, China Entertainment Television Broadcast Ltd. (CETV), which was

acquired by AOL/Time Warner in 2000. He recently sold his entire shareholdings to AOL/Time Warner to focus on creating new formats. Chua is regarded by television industry executives worldwide as a significant resource for Asian co-production, distribution and consultation services. Robert Chua is Chairman and Founder of The Interactive Channel Company Limited.