



For Immediate Distribution

ConnecTV Media International Inc. Completes IPTV & Satellite Contents Agreement with Arirang TV

Through acquiring Arirang TV, 24-Hour English Channel of Korea, ConnecTV establishes Foothold as Comprehensive IPTV and Satellite Broadcaster in North America

Los Angeles, CA, 16 April 2008 – ConnecTV Media International Inc. completes 24-Hour English Channel launching agreement on IPTV and satellite platform, simultaneously with Korea's leading English broadcaster, Arirang TV.

ConnecTV announced today that the company has concluded agreement with Arirang TV which is the Korea's leading 24-Hour English broadcaster and acquired the right to launch Arirang TV on ConnecTV's Korean IPTV package and KISB's satellite platform which will ensure ConnecTV in moving forward to the position as the No. 1 ethnic broadcaster in North America. Korea International Satellite Broadcasting (KISB) is a subsidiary of ConnecTV.

Through conclusion of this agreement, ConnecTV is anticipating the synergy from simultaneous launching of Arirang TV on IPTV and satellite. ConnecTV also ensured comprehensive contents including existing contents on Korean IPTV package and KISB's satellite platform.

With this agreement, ConnecTV has obtained 5 Korean IPTV channel rights which are MBN(Business News Channel), CBS(Christian Channel), ETN(Entertainment Channel), SkyBaduk(Korea traditional GO game channel), and Arirang TV for Korean IPTV service. ConnecTV plans to launch Korean IPTV service consisting of approximately 10 channels before June of 2008 on the basis of the successful negotiation with major Korean broadcasters.

ConnecTV currently provides 10 ethnic packages, which are Korean, Caribbean, Albanian, Romanian, Russian, Polish, Croatian, Serbian, Pakistan and Indian, and 1 sport premium package of two channels; which are Setanta Sports and The Fight Network. Through this diverse ethnic and sport packages, ConnecTV leads the ethnic IPTV market in North America.

ConnecTV's ethnic IPTV package will be expanded into more than 15 packages within this year. For this, ConnecTV has by now obtained over 400 channel rights from various ethnic broadcasters in over 80 different countries. In the near future, ConnecTV will reach over 100,000 subscribers.

ConnecTV have been striving towards developments in IPTV solution, channel acquisition, and effective marketing strategy. By launching various ethnic packages, ConnecTV is initiating IPTV service in entire North America Continents.

KISB, a subsidiary of ConnecTV Media International, also plans to launch Arirang TV on channel 7 of its satellite platform. Channel 7 is composed of sky Baduk[GO]. Through the launching of Arirang TV, KISB will promote channel 7 as the best channel for the 1.5 and 2nd generation of Korean-Americans in North America.

Arirang TV is the only and leading 24-Hour English channel for foreigners living in Korea. Arirang TV has various English programs such as News, Documentary, Drama, and Entertainment. ArirangTV is the most effective and easiest pathway to get used to Korea's culture.

ConnecTV expects a valuable impact for 1.5 & 2nd generation of Korean-Americans and other ethnic groups in North America because Arirang TV specially provides Chinese and other Asian subtitles throughout whole programs.

Arirang TV (www.arirang.co.kr) - Arirang TV is a public service agency that spreads the uniqueness of Korea to the world through cutting-edge broadcasting mediums. Arirang TV's objective is to burnish Korea's image in international communities and to improve relationships with foreign countries through close cooperation with broadcasting companies overseas. Arirang TV is dedicated to the development of broadcasting, media, and the advertising industry, along with the advancement of culture and art. Arirang's core business is to deliver programs worldwide via satellite 24 hours a day in order to improve the image of Korea.

ConnecTV (www.connectv.ca) – ConnecTV Media International Inc., is the leading source for international programming via satellite, cable and IPTV all over the world. ConnecTV's ethnic IPTV package will be expanded into more than 15 packages within this year and for this, ConnecTV has obtained over 400 channel rights from various ethnic broadcasters in over 80 different countries. ConnecTV's number of subscribers will reach over 100,000 in the near future. ConnecTV is the world's leading ethnic television services company, operating a global network of satellite distribution platforms for DTH and cable broadcast and advanced IP-based content delivery. The company's global presence includes 5 technical operations centers throughout North America. ConnecTV offers the complete range of IPTV broadcast solutions, including TV channel distribution and IPTV middleware solutions. Through KISB, a subsidiary of ConnecTV is also the leading Korean language satellite television provider in North America. KISB offers access to most numbers of 24 hours Korean channels, which is total 10 channels, including MBC, KISB(ETN/Korean Movie), SBS, EBS, CBS, MBN, YTN, Sky Baduk[GO]/Arirang TV, Setanta Sports, CBS Music FM, and Radio Seoul. KISB delivers the best quality Korean programming to Korean-Americans nationwide. By providing the best quality Korean programs, KISB currently have most numbers of Korean-American viewers. KISB also offers 5 channels – MBN, CBS, ETN, YTN, and Sky Baduk in real time, settling its organization as the satellite broadcast possessing the most real time channel. KISB is truly making history for Korean T.V. networks.

Contact: Louis T.S. Cho, Business Strategy Planning, ConnecTV – T: 1 213 632 2555