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## ConnectTV Media International Inc. Completes Agreement with a Renowned Korean Educational Broadcaster, EBS

Los Angeles, CA, 2 April 2008 – ConnectTV Media International Inc., the leading ethnic broadcaster in North America, and EBS signed the agreement to launch EBS 24 hours channel on ConnectTV's satellite platform, which is KISB (Korea International Satellite Broadcasting).

ConnectTV and EBS also agreed to cooperate for IPTV service in the near future and concerted efforts to benefit the local community through various sponsors for Korean Language schools across United States.

"The agreement with the most renowned educational broadcaster in Korea, EBS now is finalized. It will serve as the foundation to strengthen the contents of satellite platforms and to provide cutting-edge service such as IPTV", Ho Seong Kim, CEO of ConnectTV Media International Inc. stated.

Hyun Ui Ryu, a general manager of EBS America said "EBS's coverage will expand and the brand image gain more recognition as well as synergy effect will be expected through divers business partnerships with ConnectTV.

With this agreement, EBS will be the 24-hour channel on KISB and KISB will rise as the biggest satellite program provider with the most channels in North America.

KISB currently provides 10 channels consisting of 8 TV channels which are MBC, KISB(ETN, RTN, Korean Movies), SBS, CBS, MBN, YTN, Sky Baduk[GO], and Setanta Sports and 2 Radio channels which are CBS Music FM and Radio Seoul. With the addition of EBS, KISB would have 11 channels covering not only current events/culture and entertainment/games, but also education.

EBS is expected to stand out from the pack with a different approach that consists in broadcasting it English version, producing a variety of different show and broadcasting live news.

For this, ConnectTV invested on an international undersea fiber optic line system connecting Korea and the US.

ConnectTV and EBS will be on the spotlight from cooperating for partnerships with local organizations that would benefit from EBS Programs.

Ho Seong Kim, CEO of ConnectTV said "the company does not wish to become focused only on making profits, but rather, to focus on projects that could pay back the Korean community by working on other ethnic markets with a variety of platforms such as satellite, cable, and IPTV."

Hyun Ui Ryu, a general manager of EBS America also stated “Even though EBS has a lot of programs that have the potential to do well, it was lacking competitiveness on other sectors. Therefore, EBS is looking forward starting various community support services with the agreement signed with ConnectTV.”

EBS([www.ebs.co.kr](http://www.ebs.co.kr)) – EBS(Education Broadcasting System) is the No. 1 education specialized channel in Korea. EBS is currently operating EBS as FTA channel (Education News, Drama, Documentary, and many more), EBS Plus 1 (SAT), EBS Plus 2(Junior High and Vocational Education), EBS English, and EBS Radio. EBS has also EBS America for Korean-American viewers. Through EBS America, EBS is supporting Korean language school in North America.

ConnectTV ([www.connectv.ca](http://www.connectv.ca)) – ConnectTV Media International Inc., is the leading source for international programming via satellite, cable and IPTV all over the world. ConnectTV's ethnic IPTV package will be expanded into more than 15 packages within this year and for this, ConnectTV has obtained over 400 channel rights from various ethnic broadcasters in over 80 different countries. ConnectTV's number of subscribers will reach over 100,000 in the near future. ConnectTV 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. ConnectTV offers the complete range of IPTV broadcast solutions, including TV channel distribution and IPTV middleware solutions. Through KISB, a subsidiary of ConnectTV 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, SBS, CBS, MBN, YTN, Sky Baduk[GO], 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 6 channels – MBN, CBS, ETN, YTN, RTN 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.

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