



PRESS RELEASE

The New Media Group Announces Global Distribution Deal With Raj TV

10/3/2007 -- TOKYO, Japan and CHENNAI, India: The New Media Group, KK ("TNMG") has closed a global distribution deal with Raj TV, a premiere South Indian programming provider whose TV brands include Raj TV, Raj Digital Plus, Vissa (Telugu Entertainment Channel) and Raj Musix, as well as a treasure trove of classic and well-loved Tamil movies.

"There is so much cultural richness in this content, for us this is more than a commercial opportunity," said Sangeetha Krishnamoorthy, Director of Marketing Operations and Administration at TNMG. "Partnering with Raj TV allows us to take a big step forward in building a library of classic cultural content, putting it into digital format, and making it available for not only NRIs but broader communities that would appreciate it. We will also add this content to our own brand, "Century Channel" that aims to make India more and more accessible to non-Indian communities."

"We are glad to exhibit our channels to the global viewers through TNMG's World On-Demand IPTV platform and we ensure the viewers a worth watching of our channels," said M. Ravindran, Director of Raj TV.

R. Kalairajan, CTO of Raj TV added "Adapting new Technologies to explore more possibilities to reach-out every Raj TV Viewer across the globe is always our practice. We are glad to partner with TNMG to bring our powerful brand and popular programmes to their subscribers and to other subscribers in the Territories they will help us to serve."

Exact terms of the deal were not announced, though Raj TV content will be offered exclusively on the World On-Demand platform in Japan, Korea, Taiwan, Australia and New Zealand.

About The New Media Group, K.K. – TNMG is the leading digital media platform developer and operator in the Asia Pacific region. Partnered with the world's leading media and technology companies, TNMG owns and operates World On-Demand (the region's most comprehensive IPTV platform) and MY-World Communities (a leading portal for the advanced formation and management of online communities and their personal media). TNMG also owns Media Pay™, an electronic payments gateway for East Asia that utilizes every electronic wallet and conventional payment method available in those markets from minor branded affinity cards to cash collection at over 45,000 distribution points. Founded by executives in the media, technology, and financial communities, TNMG is headquartered in

Tokyo, Japan, and maintains network operations facilities in Yokohama, Japan and a development center in Chennai, India. The team at TNMG invites everyone to visit www.TheNewMediaGroup.net to learn more about what the company is doing. We accept communication in Japanese, English, Mandarin, French, Spanish, Hindi, Tamil, and Urdu.

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