

Press Release

Small and Medium Sized Enterprises in Silicon Valley to Advertise on TV with Avation

Advent Television's TV Advertising Subsidiary, Avation, signs License Agreement with KBIT-TV, Channel 28, San Jose

SINGAPORE (12 March, 2001)

Avation.net Inc., New York, a subsidiary of Singapore based Advent Television Ltd., has entered into a license agreement with KBIT-TV, Channel 28, to offer TV advertisements to the small and medium sized enterprises in Silicon Valley and the San Francisco Bay area, USA.

Avation is a television advertising service that delivers enhanced television commercials. It offers messaging and branding opportunities simultaneously with a TV program.

KBIT-TV, Channel 28, is a multilingual station in Silicon Valley and the San Francisco Bay area, which consists of San Francisco, Oakland and San Jose. Channel 28 broadcasts 24 hours per day and reaches 1,2 million viewers. Its concept is based on family and community programming (classic movies, salsa music, etc. and "Community 28 News").

"KBIT-TV, Channel 28, will focus on the small and medium enterprises with Avation", says Maurice Koster, Vice President of Avation, "We are optimistic about opening up this new market segment for KBIT-TV 28 in offering an attractive advertising opportunity for these businesses."

Just recently, Avation.net Inc has started to put in place an advertising direct sales program. It will support broadcasters to generate additional advertising revenues from small and medium sized businesses. These enterprises are a new segment for the TV advertising market as with Avation the high costs involved in the production of traditional TV advertising spots do not apply.

About Avation.net Inc:

Avation.net Inc., New York, licenses the Avation system and sells television advertisements world-wide. The Avation system was developed by Advent Television Ltd, Singapore. Information on Avation may be found at www.avation.net.

About Advent Television Ltd.:

Advent Television is the world's first DVB-T broadcaster and a leading global TV service provider. It has established business units involving digital television technology, T-commerce and datacasting. Information on Advent Television can be obtained from the company's website at: www.advent.com.sg.

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