

Press Release

Advent Television Further Develops Global Advertising and Broadcasting Network for its Enhanced TV Advertising Service Avation

Avation signs License Agreement with Watch TV Inc., Portland, Oregon

SINGAPORE (June 27, 2001) - Avation.net Inc., a subsidiary of Singapore based Advent Television Ltd., has entered into a license agreement with Watch TV Inc., Portland, Oregon. The Avation enhanced Television advertising service will be run on Watch TV's channel KKEI-TV 56. Channel KKEI-TV 56 reaches the Spanish and the English speaking communities in the area of Portland, Oregon with news, sports and entertainment programs.

Watch TV is the 20th TV station worldwide to sign a license agreement with Avation. Avation.net Inc is building a network of TV Broadcasting partners to open up new multimedia marketing opportunities. Avation.net Inc also has started to cooperate with media buyers and advertising sales agencies to support broadcasters with Avation network sales deals.

"Avation network sales deals are beneficial for our broadcast partners and a new business opportunity for media buyers and similar agencies", says Mr Jeff Chatfield, Managing Director of Advent Television Ltd. "We are presently inviting all kinds of advertising sales agencies to discuss options to harness our fantastic Avation system creating a win-win-situation for broadcasters, agencies and Avation."

About Avation:

Avation.net Inc. licenses the patented Avation system worldwide. Avation™ is an advertising service that delivers enhanced TV commercials. Avation advertisements differ from traditional TV spots. Avation features banner, logo, ticker, roller credit and split-screen style advertisements. These advertisements run simultaneously with TV

programs. Thus, Avation ensures high penetration advertising reducing channel surfing and other strategies of the audience to avoid traditional TV advertising.

Avation attracts corporate advertisers who want to localize their advertising campaigns to specific regions as well as advertisers from the small and medium sized businesses that are keen to avoid the high costs of traditional TV spots.

The Avation system was developed by Advent Television Ltd, Singapore. Advent Television is the world's first DVB-T broadcaster, a global TV service provider. Advent Television 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. Information on Avation may be found at www.avation.net

For Avation.net Inc and Advent Television contact:

Jeff Chatfield
Managing Director Advent Television Ltd
CEO Avation.net Inc
jeff@advent.com.sg
Advent Television Ltd
510 Thomson Rd
Singapore 298135
Main +65 2522077
Fax +65 2525158

For press / media information contact:

Dr. Doris Gutting,
Marketing Communications
doris@advent.com.sg