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ROBERT CHUA PRODUCTIONS UNVEILS PLANS TO LAUNCH
THE INTERACTIVE CHANNEL
HONG KONG'S FIRST INTERACTIVE CHANNEL
AT MIPTV 2004***Chua's New Broadband Interactive Channel Is Set To Launch
In Hong Kong Before China In Mid-2004*****IMMEDIATE RELEASE**

Cannes, MIPTV 2004 – Robert Chua Productions (RCP), a leading producer of original television programming for the Asian marketplace, unveils plans to launch The Interactive Channel, Hong Kong's first 24-hour broadband two-way interactive channel for cable networks by mid-2004.

The Interactive Channel will be transmitted on broadband to cable networks first in Hong Kong. The Hong Kong launch will be the template for the rest of China and Asia. Most of its programming will be created and produced locally. Its content will be available on the internet worldwide while offering a platform for overseas interactive shows.

The Interactive Channel will be the first 24-hour broadband channel developed for cable networks that uses Internet, mobile phone applications, such as SMS, MMS, Java, 2-way interactive video, Premium phone lines (900) and set-top boxes.

"We are thrilled to be able to offer Hong Kong its very first 24-hour interactive channel," said Chua, founder and chairman of The Interactive Channel. "We're here in Cannes to meet new partners and discuss strategic development of The interactive Channel with TV professionals."

The launch of The Interactive Channel underlines Robert Chua Productions' experience and established presence in the television marketplace in Asia.

Robert Chua Productions/The Interactive Channel

Page Two

Robert Chua, a 40-year television veteran is recognized for having pioneered terrestrial television in Hong Kong in 1967. As one of the first executive producers at Hong Kong's TVB – the market's first terrestrial TV station – Chua brought the first ever live programming to Hong Kong, including the variety program "Enjoy Yourself Tonight" and the first Miss Hong Kong pageant (more)

In March 1995, Chua launched the Chinese language satellite TV service China Entertainment Television Broadcast Ltd (CETV,) which was acquired by AOL/Time Warner in 2000. Chua recently sold his entire shareholdings to AOL/TW recently to focus on creating formats.

One of the most influential personalities in Asian media, Chua is also regarded by television industry executives worldwide as a significant resource for Asian co-production, distribution and consultation services. Shanghai Media Group employ him as a programme consultant.

Chua created 'Everyone Wins', the world's very first Game/Quiz show to air seven nights a week on prime-time Shanghai television in 2003. The show has successfully been renewed to five nights a week for 2004.

At MIP-TV, Robert Chua can be contacted at (852) 9038 8838, or at the Majestic Hotel.

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