



ReelTime and IceTV sign content sharing agreement providing access to an extensive catalogue of downloadable content direct to living rooms across Australia

ReelTime and IceTV have this week signed an agreement that will provide IceTV users with a range of ReelTime movie and television download titles, games and music content via IceTV's two main websites.

ReelTime content will soon be available on both the IceTV website (www.icetv.com.au) and the new I Watch This website (www.iwatchthis.com.au) under "IceTV Video, powered by ReelTime", for both IceTV users and for the general public that have a compatible device at home.

IceTV's Interactive technology will allow IceTV subscriber's to search through ReelTime's extensive online catalogue and instead of having to watch it then and there on the computer screen, IceTV subscribers can have the content automatically sent to a computer, media centre PC or compatible digital recording device at home. Then at a time that suits, the downloaded content (movies/TV) can be enjoyed on the 'big screen' from the comfort of the lounge room.

The ReelTime/IceTV content sharing agreement follows on the heels of the announcement of ReelTime's agreement with EzyDVD and ReelTime's strategy of white labeling/wholesaling video downloadable content from an expanded slate of movie and television offerings.

Working together, ReelTime and IceTV will be able to deliver content to an IceTV subscriber's compatible device at home from anywhere using IceTV's Interactive technology.

Whilst using the IceTV Remote feature to schedule TV recordings via the web or web enabled mobile phone, IceTV subscribers will also be able to purchase and download ReelTime content to their "Ice compatible" device at home.

With the Agreement signed today, we envisage that this unique ability and first to market feature will be made available to consumers shortly.

"Access to a host of content (TV, Video, & Music etc) is something that we have wanted to offer our subscribers for sometime now as IceTV has the unique ability to deliver this content directly to the lounge room. This deal (with ReelTime) will not only make it a reality, it will also mean that by using our existing IceTV Interactive technology,

consumers will be able to purchase or rent content via our website and then elect to have it automatically sent to their compatible device at home, waiting on their TV screen to enjoy.” said IceTV’s General Manager, Matt Kossatz.

In addition, given the ReelTime/EzyDVD agreement, IceTV will be able to sell their subscription packages and gain greater exposure via the EzyDVD in-store environment.

“We are very excited to be working with IceTV and it is vital that innovative companies like ours continue to look at ways in which we can collaborate to provide consumers with even greater freedom and choice”, said ReelTime’s, Chief Marketing Officer, Roland Kulen.

“The IceTV and EzyDVD agreements are key to ReelTime’s strategy of partnering with companies which have established and growing customer bases and which are innovators in customer service also,” continued Kulen.

About IceTV

IceTV is the leading independent provider of an electronic program guide (EPG) service and other innovative interactive features for free-to-air television to compatible digital recording devices in Australia. IceTV was commercially launched in April 2005 and has been a pioneer in driving this technology, working with major vendors and retailers in the market to help drive digital uptake in Australia.

The **IceTV Guide** is a complete 7-day onscreen TV Guide that allows users to easily schedule their favourite TV shows to record by simply highlighting the show and pressing ‘record’. TV shows are then stored in the ‘recorded library’ on the device’s hard drive, ready to be watched at a time that suits.

The **IceTV Guide** service and **IceTV Interactive** features work in conjunction with either a digital set-top-box (Personal Video Recorder or PVR), a PC media centre running either Microsoft’s Windows XP Media Center Edition or the newly released Vista platform, or a Mac running Elgato’s EyeTV software and is sold on a subscription basis from as little as \$2 per week. (\$99 for a 12 month subscription.)

IceTV Interactive refers to a host of new and exciting features that IceTV have been released and/or are releasing in the coming months expanding on the existing **IceTV Guide** service. Features include **IceTV Remote**, **IceTV Link**, **IceTV Video**, **MyGuide**, **IceTV Ratings** and the recently launched “**I Watch This**” website (www.iwatchthis.com.au), which is currently in public Beta testing.

IceTV Remote provides IceTV users the ability to now schedule their TV recording remotely via any web browser or web-enabled mobile phone. By simply logging in using their IceTV username & password on IceTV’s website (www.icetv.com.au) from any internet source, users can view the complete **IceTV Guide** and schedule individual episodes or an entire ‘TV series’ of their favourite TV show to record remotely.

IceTV Link will enable partnering third party websites to easily promote and deliver the ability for IceTV subscribers to download any available content and have it automatically

sent to their device at home for later viewing. For more information about IceTV, please visit www.icetv.com.au.

About Reeltime

ReelTime Media Ltd (ASX : RMA) is Australia's leading, ISP independent, broadband TV operator – providing legal, multi major studio, movie and TV downloads, with Australia and New Zealand's largest range of feature length movie and television entertainment delivered direct to PC and Media Centres/TV's.

ReelTime's role is to provide content and entertainment rich services via various ISPs, media partners, web portals and telcos in Australia and the region, offering broadband TV services which complement existing ISP and New Media services, and to provide an alternative to physical distribution. ReelTime Media Ltd is an Australian Stock Exchange listed company.

Australia's biggest online DVD retailer, EzyDVD, and ReelTime Media, have announced a major partnership extending EzyDVD's online offering to include download-to-rent and download-to-own movie and TV titles. Previously EzyDVD has not offered its 40,000 daily website visitors a rental or download to own facility. EzyDVD is a shareholder in RMA.

EzyDVD enters the "virtual" rental market, like Blockbuster Video in the US, by offering video download product through its online store – coupled with physical in-store offerings and bundles via its 68 retail stores.

ReelTime Media will focus on its white label service offerings via ISPs, Teleco's and other web portals, and will not compete directly with its retail channels.

EzyDVD and ReelTime will use their joint expertise, market access and joint buying power to source expanded content offerings for Download-to-rent and Own.

ReelTime.tv media enquiries:

Anne Lawler of AKL Public Relations Pty Ltd

Tel: +61 2 9212 2185 or 0419 018 834 or email anne@aklpr.com.au

IceTV media enquiries:

Matt Kossatz General Manager of IceTV Pty Ltd

Tel: +61 2 8424 7509 or 0421 238 963 or email matt.kossatz@icetv.com.au