

M2B's WOWtv platforms to carry Japanese Cable Contents in 130 countries.

ATF, Singapore - 5th December 2012. M2B World Asia Pacific Pte Ltd (M2B), a subsidiary of Amaru Inc., USA, and Asia's leading Broadband content provider, agreed with Japan Cable TV OTT Consortium (C.OTT) for streaming and video-on-demand (VOD) rights. It would make possible to cover Japanese Contents and Applications from both C.OTT and its affiliate CATV for M2B viewers worldwide.

C.OTT viewers can access M2B contents through WOWtv Player integrated on to the C.OTT STB. C.OTT is in the process of establishing a value add to the Japanese CATV operators through Internet and broadband technology. The Consortium is lead by **Tokyo Cable Network** K. K. (Tokyo Cable), and their affiliates including Kunai Inc.

The distribution deal, initiated earlier last month through M2B's partner company Kunai Inc. (Kunai) allows for first-run contents from C.OTT to be made available, on-demand, to subscribers of M2B across all platforms on the connected devices over Internet.

M2B's CEO Mr. Percy Chua Soo Lian says, "M2B is pleased to partner with Tokyo Cable Network and C.OTT to tackle the new media globally. It fits in nicely with company's plan to target the niche markets. It serves to differentiate us from the mass content market; and it is one area to monetise large Japanese expat population working in many countries."

"Tokyo Cable Network the initiator and planner of this Cable OTT Consortium sees much synergy to partner with M2B to deliver compelling online entertainment to our fellow Japanese worldwide riding on WOWtv platforms," says Director Masao Hirano. "Viewers worldwide have been receptive to VOD and we're pleased to make our extensive Sports content, News and other content libraries available to M2B to extend its distribution footprint worldwide."

"Kunai is honour to provide system solution as the strategic partnerships between M2B, Tokyo Cable and Cable OTT Consortium" says CEO Ryusaku Nakanishi."

About M2B World Asia Pacific Pte Ltd

M2B is a leader in the Broadband Media Entertainment business, and a major provider of interactive entertainment-on-demand streaming over Broadband channels, Internet portals, and 3G devices. Its unique portfolio of content links Hollywood with Asia appeal to a wide variety of consumers as well as advertisers. For more information on the company and the WOWtv brand, visit the company's website at <http://www.m2bworld.com>, <http://www.wowtv.com>

About Tokyo Cable Network.

Tokyo Cable Network K.K., (CEO Kazuhiro Muneta) established in Tokyo, Japan 1988 as independent CATV operator, providing service at Tokyo metropolitan area (Bunkyo, Arakawa, Chiyoda) , live relay broadcast sport event at Tokyo Dome.

For more information, please visit <http://www.tcn-catv.co.jp/>

About Kunai Inc.

Kunai Inc. (CEO Ryusaku Nakanishi) established in Singapore and Japan as information and media related engineering service consultant. Kunai has various expertise in various segments such as Data-Casting (Over the Top TV, SMS and Application Server), Embedded (IPSTB and TV), Applications (Broadcast, Smartphone and Web portal), and Quality Assurance services.

For more information, please visit <http://www.kunai.tv/>

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Forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from those projected or anticipated. These risks and uncertainties include, but are not limited to, growth and demand for broadband services, the unproven nature of the subscriber model, consumer adaptation of set-up boxes, the ability to manage rapid growth, disruptions to networks, competitors and new entrants, changes in product mix, our efforts to establish independent broadband sites in countries where conditions are suitable, our ability to expand our offerings of content in entertainment and education, and various other factors beyond the Company’s control.