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SPORTSHD PRODUCTIONS TEAMS WITH GLOBAL EBS AND SHANGHAI MEDIA GROUP TO DELIVER “DOCU-SPORTS” PROGRAMMING IN CHINA

SMG’s Digital Tier to Air Both Standard- and High-Definition Versions of SportsHD’s “World University Games: Triumph in Turkey”

Denver, CO, January 19, 2006 – Highlighting HDTV’s rapid expansion throughout the world, SportsHD Productions, a new sports-based television production company, has finalized a programming distribution deal with Shanghai Media Group (“SMG”), the second largest television distributor in China. Under the terms of the agreement with distributor Global EBS, which facilitated the deal, SportsHD’s “World University Games: Triumph in Turkey” will air on both SMG’s standard- and high-definition digital tiers. The announcement was made today by Matt Bortz, President & Chief Operating Officer, SportsHD and Jason Wu, President of Global EBS.

The program, scheduled to debut in April, is a six-part series offering a behind-the-scenes look at the pageantry and compelling moments from the World University Games, the second largest international athletic competition in the world after the Olympics. Nearly 7500 athletes from more than 130 countries competed in 14 sports at the 23rd World University Games in Izmir, Turkey.

“An important part of our overall strategy is to distribute SportsHD’s slate of programming around the world. Entering the rapidly expanding television market in China is an exciting first step,” commented Bortz. “We are looking forward to strengthening our relationship with Global EBS and to further collaborations with Shanghai Media Group.”

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“It is our pleasure to help build a bridge between SportsHD Productions and Shanghai Media Group,” said Wu. “Hopefully this is the first of many programming distribution deals for them.”

“We are rapidly growing our digital tier and high-definition subscriber base, and are looking for high-quality programming, especially in the sports area, said SMG’s Lunar Zhang, Director of SiTV, a company under the umbrella of SMG specializing in digital pay TV. “We’re excited about this type of sports entertainment programming and are confident it will help us market our services.”

ABOUT SPORTSHD:

SportsHD Productions, Inc. (www.SportsHD.com) is a sports-based television production company that develops programming in both high definition and standard definition. The company is focusing on meeting the anticipated exponential growth of HDTV and is addressing the dearth of sports-oriented HD programming. SportsHD specializes in “docu-sports” projects that combine the best of documentary and traditional sports programming. The company’s features capture the drama, competitor interaction, and physical, mental and emotional ups and downs of athletic competition. SportsHD’s relationships with key figures in the sports world -- combined with the intimacy HD technology allows -- permits viewers to “get inside” the world of sports like never before.

ABOUT SHANGHAI MEDIA GROUP

The Shanghai Media Group (SMG) (www.smg.sh.cn/english), under the Shanghai Media & Entertainment Group (SMEG), is a multimedia television and radio broadcasting, news and Internet company. Formed in 2001, SMG is the result of a merger between the People’s Radio Station of Shanghai, East Radio Shanghai, Shanghai Television Station, and Oriental Television Station. SMG’s core business is television broadcasting and related media entertainment services including sports, showbiz, performance arts, science and technology, and finance. The television broadcasting media consists of 11 analogue TV channels, 90 digital paid cable TV, a full broadcasting Internet TV service, along with 10 analogue and 19 digital radio services. The group also operates and owns 5 sports centers and 14 cultural art centers. Other areas of operation include newspapers, magazines, news websites and audio-visual publishing. SiTV is the industry leader for paid digital TV in China.

ABOUT GLOBAL EBS:

Global EBS, Inc. (www.globalebs.com) is an international distribution company that acquires and co-produces TV programming in North America and Europe for broadcast in China. The company also brings Chinese TV programs to the U.S. market. The company is specializing in the new dimensional market, including HDTV, IPTV, VOD and mobile technology. Global EBS has been extensively involved in transactions throughout China, with a particular focus on the mainland. With deep connections to the media industry in China, Global EBS offers extensive knowledge of the various business, regulatory and cultural considerations associated with TV trade in China.

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