



**News Release
For Immediate Release**

**BABELGUM ANNOUNCES THREE NEW CONTENT DEALS FOR OVER 160
HOURS OF PROGRAMMING**

*ZED, Off The Fence and Green TV content to roll-out on
Babelgum across new dedicated channels*

London, 16 April 2008: Babelgum, the free, interactive, alternative TV-quality Internet platform, today announces new content deals with three stellar production companies; ZED, Off The Fence and Green TV. The new content will be added to Babelgum's fast-growing Nature and Conservation community transforming it into one of the leading online resources for educational documentaries on the environment and wildlife.

ZED, a leading documentary film company, is launching 'My Planet TV', a new exclusive channel on Babelgum. The channel will be a central online destination for all of its award-winning international documentaries. Over 100 hours of content will be rolled-out over the next six months including multiple award-winning titles "Becoming a Man", "Becoming a Woman", and "Jaglavak prince of insects".

Off The Fence, the independent non-fiction programming specialist, is making its wildlife documentaries available on new channel 'Into the Wild'. Green TV, a web TV channel raising the awareness of environmental issues will release new programming every month on the new Green TV Channel on Babelgum's platform.

Valerio Zingarelli, CEO at Babelgum, comments: "The three new deals we are announcing today further emphasise our position as a leading player in the Internet TV space. Our Nature and Conservation community is going from strength to strength through the expansion of licensed content and the production of our own content through our Digital Studio Initiative."

Céline Payot, VP of Sales and Marketing from ZED added: "Our award-winning documentaries are already recognised around the world and the vast number of internet TV platforms available meant that we spent a long time looking for the right partner. Babelgum's dedicated communities have become the perfect home for our content online."

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About Babelgum

Babelgum is a new interactive web TV portal. Babelgum uses peer-to-peer technology to provide the immersive viewing experience and picture quality of traditional TV combined with the interactivity and personalization enabled by the Internet.

Babelgum allows users to enjoy free, on-demand and personalized channels, using both niche and mainstream content to satisfy individuals' needs for tailored entertainment. Instead of user-generated clips, it features only professionally produced content spanning film, news, sports, documentaries, music videos, concerts, lifestyle and trends, animation and scripted programs.

Babelgum provides independent content owners with a protected platform on which to gain global exposure of their work and a unique model to monetise their content online. Babelgum's content partners include 3DD, the Associated Press, Shine Limited, BBC Motion Gallery, Reuters, Entertainment Rights, Gong Anime, IMG, Ministry of Sound TV, ZED and Off the Fence, among others.

Founded in 2005, Babelgum is a privately held company, with headquarters in Ireland and offices in the U.K., France, Italy and soon the U.S.

www.babelgum.com