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**HIGHFASHION7 AND ROYALHIVE BRING THE ROYAL
TREATMENT TO THE AVERAGE AMERICAN.**

Celebrity fashion, celebrity models, and celebrity products combine to make Highfashion7 and RoyalHive America's destination for VIP access to the exclusive world of celebrity style.

Hollywood, CA – August 8, 2006 – No velvet ropes. No VIP passes required. With just a few one-time clicks for registration, the average American is sure to feel like royalty. Amaru, Inc. (AMRU) and its Hollywood-based subsidiary, M2B World, Inc. proudly present vintage fashion designers Dolce and Gabbana, along with celebrity supermodels Cindy Crawford, Tyra Banks, Claudia Schiffer, Helena Christensen, and Karen Mulder, on the M2B channel for international design and fashion. Welcome to HighFashion7.

“Beauty is in the eye of the beholder” - a common enough saying, but none more apropos than on “The Beautiful People” channel on RoyalHive.com, M2B World’s online shopping mall for beauty, health and wellness products. Ryan Locke has been the exclusive model for Nautica since 2001, as well as the signature model for fashion powerhouses DKNY and Gucci. Linda Evangelista once claimed “[I] don’t wake up for less than \$10,000 a day,” and being one of the original five supermodels in the world, one can see why. Last but not least, as the current Wonderbra supermodel, it’s no ‘wonder’ that Magdalena Wrobel is one captivating beauty. With such VIP accessibility, combined with informative articles and one-of-a-kind products, subscribers soon discover Royalhive to be leading beauty and wellness website.

“With Americans being so health and image-conscious, it’s an honor to be recognized for the quality of our coverage and content,” claims Rebecca Binny, General Manager for M2B World, Inc. “We pride ourselves on knowing what consumers want, and even better – what discerning consumers *will* want in the near future. To that end, we are always striving to increase our online offerings to include more and more popular topics, health and fitness being two of them. With ‘The Fitness Corner’ and ‘Mind & Body’ channels launching soon, more and more Americans are sure to make both Highfashion7 and RoyalHive their favorite online destinations.”

Packed with personal health and grooming tips, online shopping deals, and sponsorships of exclusive celebrity events such as the Zac Posen Spring/Summer 2006 Fashion Show on fellow M2B World website, HighFashion7.com, America’s passion for all that is beautiful can be easily satiated. So no more excuses. No more regrets. Come be who you want to be: be Royalty... with Highfashion7 and RoyalHive.com.

About Amaru Inc. (AMRU) and M2B

Amaru, Inc., a Nevada corporation, through its subsidiaries under the M2B brand, is a leader in the Broadband Media Entertainment business, and a major provider of interactive Entertainment-on-demand, Education-on-demand and e-commerce streaming over Broadband channels, Internet portals, and 3G devices. To date, the Company has launched multiple Broadband TV websites for Hollywood and Asian entertainment, education and online shopping, with over 100 channels designed to cater to various consumer segments and lifestyles. Its content covers diverse genres such as movies, dramas, comedies, documentaries, music, fashion, lifestyle, edutainment, and more. The M2B brand has established its competitive edge by offering access to an expansive range of content libraries for aggregation, distribution and syndication on Broadband and other media; including rights for merchandising, product branding, promotion and publicity.

Globally, Amaru Inc and M2B are expanding through several integrated companies including:

- 1 M2B World Inc – leads the US market and is based in Hollywood, CA.
- 2 M2B World Pte Ltd – directs the Asian markets through its Singapore office and representative office in Shanghai, China
- 3 M2B Australia Pty Ltd – oversees Oceania markets
- 4 M2B Entertainment Inc. – oversees Canadian market
- 5 M2B Commerce Limited – focuses on e-commerce and e-trading
- 6 M2B World Travel Limited - offers e-travel services
- 7 M2B Game World Pte Ltd – develops online gaming platforms and content
- 8 M2B Commerce Ltd (Cambodia) – oversees Cambodian market
- 9 Amaru Holdings – drives content syndication and distribution

M2B offers consumers personalized entertainment through its wide range of broadband streaming channels available at www.m2bworld.com.

Safe Harbor Act

The information posted in this release may contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. You can identify these statements by use of the words "may," "will," "should," "plans," "expects," "anticipates," "continue," "estimate," "project," "intend," and similar expressions. 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, general economic and business conditions, effects of continued geopolitical unrest and regional conflicts, competition, changes in technology and methods of marketing, delays in completing various engineering and manufacturing programs, changes in customer order patterns, changes in product mix, continued success in technological advances and delivering technological innovations, shortages in components, production delays due to performance quality issues with outsourced components, and various other factors beyond the Company's control. For full statement, please refer to www.M2BWorld.com