

*For media release
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M2B Appoints new Managing Director & CEO

April 9, 2010, SINGAPORE. M2B World Asia Pacific Pte Ltd has announced on 3rd April 2010 the appointment of Mr. Percy Chua Soo Lian as new Managing Director & CEO. He has been a Business Advisor to M2B in 2008 and then as Director of M2B World since April 2009. M2B World Asia Pacific, a subsidiary of US-Based Amaru Inc (AMRU), is Asia's leading broadband entertainment provider.

Mr Chua is an architect and has spent much of his professional life doing Architectural and Town Planning projects in Asia Pacific. He was educated in Singapore and did his Masters in Architecture in Canada.

He is no stranger to the media, IT and telecommunications industry, having been consultant to a Canadian Internet Security company in 1999 and consultant to a Korean telco for the Philippines Telefono Sa Barangay tender in 1998.

Speaking of the new appointment, Mr Chua was upbeat, "I think we are standing in exciting times where we see the merging of the regular Broadcasters, the Internet and the mobile 3G Network. M2B with its complete set of IT infrastructure is able to respond swiftly to changing media platforms and new technologies."

Singapore is an effective launch pad for Western Media companies wanting to penetrate Asia. Already, on 5th April 2010, M2B World, has entered into a joint venture with i-concerts SA, the only live concert channel with worldwide rights. Based in Geneva, i-concerts SA has plans to co-develop the Asian market with M2B World. The venture has the support of Media Development Authority of Singapore. The Singapore plan will be launched under M2B's WOWtv new player in mid May 2010.

M2B's business will be developed with a threefold strategy; developing online strategic partnerships with international specialist channels, creating a virtual library of M2B's wide variety of contents, and distribution of contents to regional telcos. Mr. Chua is expecting to lead M2B's media thrust into these SE Asian markets, including the blossoming broadband and mobile market in greater China.

M2B WORLD ASIA PACIFIC PTE LTD

62, Cecil Street, #06-00, TPI Building, Singapore 049710
Tel : (65) 6332 9123 Fax (65) 6324 2080 Email : enquiry.sg@wowtv.com
Company GST Reg : 200611136M

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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.