



**FOR U.S. INQUIRIES:**

Jesse Miranda  
Director of Communications  
M2B World, Inc.  
Phone: (310) 289-2410  
Mobile: (310) 733-6269  
E-mail: J.Miranda@M2BWorld.com

**FOR ASIA-PACIFIC INQUIRIES:**

Kim Siong, Liew  
Vice President, Corporate Communications  
M2B World, Pte Ltd.  
Phone: 65-6332-9287  
Email: KimSiong@M2BWorld.com

**M2B World to Unveil Cutting-Edge PONY at Digital Hollywood**

*Digital Hollywood attendees to witness first-hand the innovative on-demand broadband services available on M2Btv PONY.*

**Hollywood, CA – October 23, 2006** – M2B World, U.S. subsidiary of Amaru, Inc. (AMRU), proudly unveils the PONY set-top box to the industry at this year's Digital Hollywood, the country's premier entertainment and technology conference. M2Btv, the Global Broadband TV service, is available exclusively through PONY, providing entertainment, communications and lifestyle services all through your television.

M2Btv was first introduced earlier this year to the U.S. media in an exclusive Beverly Hills preview, showcasing the PONY and its celebrated capabilities. The M2Btv service is the first of its kind, enabling viewers to access over 40 channels of on-demand programming, video conferencing, shopping and travel, all through their existing high-speed Internet connection.

Since 1990, Digital Hollywood has been one of the leading technology conferences in the country, with over 15,000 high-ranking executives in film, television, music, video, cable, telecommunications and computers. "M2B World is proud to have selected Digital Hollywood for our industry premiere of the PONY set-top box," states Rebecca Binny, General Manager for M2B World. "As the forefront of the industry's latest technologies, Digital Hollywood is an ideal fit for presenting the unique offerings of M2B World."

M2Btv is the result of years of content aggregation from entertainment networks around the world, the development of proprietary video

streaming solutions, and know-how in channel programming to deliver the ultimate lifestyle service, catering to the fast-growing global market of on-demand users. The subscriber can access one of the largest collections of on-demand programming, including glamour/fashion, horror, Hollywood classics, and a wide repertoire of lifestyle, comedy, action, travel, documentaries, on-demand learning and online shopping channels.

Being the size of an average DVD player, the PONY becomes an easy addition into any home entertainment system. PONY is packaged with a smart remote, camera and microphone, and is compatible with wired or wireless high-speed Internet connections.

Along with popular entertainment programming, PONY enables subscribers to utilize M2Btv features:

- "Face2Face" - a user-friendly Video Conferencing option;
- "Video Mail" - a live video recording of a subscriber's message;
- "Shopping" – online shopping services;
- "Travel" – online travel guides and booking services; and
- "Internet" – the expected standard for Internet browsing

M2B World is one of the largest service providers in the broadband entertainment business. The company is a leading provider of interactive video-on-demand streaming and e-commerce over broadband channels, Internet portals and 3G devices. Its mission is to deliver the ultimate online, on-demand, interactive entertainment, education and shopping experience at the leisure and convenience of individuals, 24 hours a day, 7 days a week. This is the future of interactive and broadband media, a future that M2B World, with its inventive range of new-generation services such as M2Btv and PONY, will make into a reality at Digital Hollywood this October 2006.

"This will be the first of a series of events targeting both industry and consumer markets alike, taking us into 2007," affirms Rebecca.

# # # #

#### **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](http://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](http://www.M2BWorld.com)