

PRESS RELEASE

The Dive Channel debuts on WOWtv with 600 hours of quality diving content reaching to more than 100 million viewers worldwide

Singapore, 05/12/2013 – The Dive Channel (TDC) launches today at the Asia Television Forum & Market, announcing also its partnership with M2B Asia Pacific Pte Ltd, a fully owned subsidiary of US listed Amaru Inc, for a dedicated channel on WOWtv platform which will help extends the channel's reach to more than 100 million viewers worldwide. TDC will also debut in the Chinese market with a run of 20 documentaries series, a dive-related variety show and a sports diving program.

For 10 years now, TDC has been successfully filming underwater content and supported many broadcasters on the field. TDC was established in 2012 to satisfy an overwhelming demand on quality content of the underwater realm. With its latest filming equipment, TDC produces quality content such as dive training, dive destinations, gears reviews, underwater habitants, Hollywood, Bollywood and other dive-related blockbuster movies, as well as popular documentaries and classics together with strategic partners such as Asian Diver, Australian Scuba Diver, Through the Lens Scuba Diver, underwater3some, Singapore International Marine and Diving Institute (SIMDI), Historical Diving Society Asia, ZGEAR and WOWtv.

'Diving is a niche sport, one that is enjoyed by millions of people around the world. The sport has a unique draw amongst its enthusiasts, a love and appreciation for the ocean shared by every single one of them', says Mr. Michael Lim, founder of The Dive Channel. 'Bringing The Dive Channel to WOWtv platforms enables us to expand our content catalogue, as well as provide a reach to the Channel that is virtually endless.

Speaking of the joint venture, M2B's Managing Director and CEO Mr. Percy Chua Soo Lian says, 'with this new source of content, M2B has cornered all content categories on its platforms, which will showcase on all Internet platforms, including Internet-enabled smart devices. This opens up great business opportunities by tapping into the fast growing diving community'.

TDC is a dynamic and adaptable 'on-the-grounds' team that is in touch with changing technologies and the new media broadcasting. Its specialty remains in the underwater, but has since expanded to war and history related domain, with aims to document the stories rather than to have it erased from mankind forever. As such it has embarked on the production of two feature films featuring inspiring stories of World War II for the international audience -- "The Empress of Asia" and "To Honour and Peace".

The channel will also be featured during Asia Dive Expo (ADEX) in Singapore for the diving community. The Chinese edition of the channel will also be launching officially in China during the Asia International Dive Show 2014 (12 Sep 2014) at the Shanghai World Expo Convention Centre.

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About The Dive Channel

The Dive Channel was formed in November 2012 to host all Dive and water related programs. It is positioned as the ultimate Diving-related Channel. It's founder Mr Michael Lim is a professional diver and history enthusiast. With its roots in Periscope Production in 2003 as an independent film production company, it has amassed for itself many hours of original footages and war stories, having successfully filmed many underwater expeditions.

It is to debut the China market in 2014 with a run of 20 Documentaries series, one Dive related Variety Show, and a Dive Sports program. It has also embarked on the production of 2 feature films for the International audience, "The Empress of Asia" and "To Honour and Peace", both inspiring stories of World War II.

The Dive Channel programs cover training, specialist equipment, documentaries, dive travelogue, dive tourism, to LIVE expedition broadcasts.

The partnership with M2B Asia Pacific Pte Ltd, a fully owned subsidiary of US listed Amaru Inc. for a dedicated "The Dive Channel" extends its reach on WOWtv platform to more than 100 million viewers worldwide.

About M2B Asia Pacific

M2B, a subsidiary of Amaru Inc, USA, is Asia's leading Broadband Media Entertainment business, and a major provider of interactive entertainment-on-demand streaming over Broadband channels, Internet portals, and 3G devices. M2B owns an unparalleled perpetual worldwide right for over 5,000 movie titles across all platforms. Beyond the myriad of movies available for selection, WOWtv also has the latest in Hollywood entertainment news that is refreshed daily. M2B unique portfolio of content links Hollywood with Asia appeal to a wide variety of consumers as well as advertisers. M2B has established a reach into mainland China with strong media companies.