



M2B announces launch of WOWtv Apps available on Samsung Smart TVs and Samsung GALAXY devices

CANNES, France - October 8, 2012 - M2B World Asia Pacific Pte Ltd (M2B) through its brand name WOWtv, has entered a technological partnership with Samsung Electronics Co., Ltd., a world leader in digital convergence technologies, that allows both companies to distribute rich media and entertainment content to over 130 countries worldwide through Samsung Smart TVs and mobile devices, such as the Samsung GALAXY S II, the GALAXY S III, and the Samsung GALAXY Tab products.

M2B, a subsidiary of Amaru Inc, USA, and Asia's leading Broadband content provider, has signed an agreement with Samsung Asia Pte Ltd to provide rich media and entertainment content for Samsung's 2011 and 2012 Smart TV models and Samsung GALAXY devices. The WOWtv app is available for download through Samsung Apps.

"Samsung is committed to providing the highest quality of entertainment experience and viewing options to consumers. With the broad range of content that M2B offers, Samsung can now provide consumers with long hours of entertainment both at home and on the go, taking the multi-screen concept to a whole new level," said Christopher Tarr, Head of Contents & Services, Southeast Asia, Oceania, and Taiwan, Samsung Electronics.

M2B owns an unparalleled perpetual worldwide rights 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. For fashion aficionados, M2B has sole distribution rights for the world renowned Videofashion label for the Asia Pacific region, thereby making WOWtv the only platform in the region that viewers can catch the various channels and programs produced by Videofashion.

Speaking of the partnership, M2B's Managing Director and CEO Mr. Percy Chua Soo Lian said, "Connected TV and Smart mobile devices are the future of television. This opens up great business opportunities by tapping onto the growing internet connectivity in the Asia Pacific region. With Samsung's cornering of the Smart TV market in populous countries like Indonesia and India, both the parties sees profitability in bundled contents. M2B with its worldwide content rights is able to expand together worldwide."

About M2B World Asia Pacific Pte Ltd

M2B is a leader in the Broadband Media Entertainment business, and a major provider of interactive entertainment-on-demand streaming over Broadband channels, Internet portals, and 3G devices. Its unique portfolio of content links Hollywood with Asia appeal to a wide variety of consumers as well as advertisers. For more information on the company and the WOWtv brand, visit the company's website at <http://www.m2bworld.com>
<http://www.wowtv.com>

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2011 consolidated sales of US\$143.1 billion. Employing approximately 206,000 people in 197 offices across 72 countries, the company operates two separate organizations to coordinate its nine independent business units: Digital Media & Communications, comprising Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, and Digital Imaging; and Device Solutions, consisting of Memory, System LSI and LED. Recognized for its industry-leading performance across a range of economic, environmental and social criteria, Samsung Electronics was named the world's most sustainable technology company in the 2011 Dow Jones Sustainability Index. For more information, please visit www.samsung.com.

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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.