

## Watch Movies and More

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CinemaNow, Inc. is the global leader in digital video distribution. Its core businesses can be divided into three sectors: Content, Technology and Distribution.

### Content

CinemaNow holds the Internet distribution rights to the most extensive and comprehensive library of content available on-demand via the public Internet and private broadband networks. The CinemaNow library contains approximately 7,500 feature-length films, shorts, music concerts and television programs from more than 250 licensors, including 20th Century Fox, ABC News, Disney, Endemol, MGM, Miramax, NBC Universal, Sony, Sundance Channel, Warner Bros. and Lions Gate Entertainment.

CinemaNow distributes video content via its Web site which is the leading destination for the authorized distribution of feature films and other video on the Internet. Videos are available on a pay-per-view, download-to-own (also known as digital sell-through) and subscription basis, making CinemaNow the most accommodating and customer-focused service for accessing videos online. Additionally, CinemaNow makes content available for both streaming and download and is the only major IP-based distributor offering both formats.

In keeping with its history of innovation, CinemaNow recently premiered two new formats for its video content: a portable media format that is accessible on devices supporting Microsoft's Portable Media Center platform, and HD content with which CinemaNow distinguished itself as the first broadband distributor of high-definition video-on-demand. In March 2005, CinemaNow launched a new Web site to showcase its growing collection of short and long-form music content that can also be transferred to Windows Mobile-based devices including Portable Media Centers, smartphones and Pocket PCs.

### Technology

CinemaNow has engineered PatchBay©, a proprietary content-on-demand distribution and digital rights management system that runs the CinemaNow Web site and its sister sites. Thanks to its flexible and scalable infrastructure, PatchBay is deployed on a wide range of content-delivery practices ranging from the NHL.com's video-on-demand service for hockey highlights, to live music download sites for the musical groups Metallica and Phish.

### Distribution

CinemaNow has partnered with media companies, telcos, ISPs, computer manufacturers and consumer electronics companies both in the U.S. and internationally to create a global distribution network. CinemaNow's distinguished list of partners includes companies such as MSN, SBC Yahoo! DSL, Tiscali and British Telecom.

CinemaNow is one of the only truly global digital media companies. In April 2005, CinemaNow launched CinemaNow Japan, Inc. a subsidiary company with investments from Trascosmos, Inc. and Microsoft. This new company caters specifically to the Japanese audience with an office in Japan, local Japanese management and a service specifically crafted to appeal to Japanese consumers. CinemaNow will make similar announcements regarding expansion in Asia and Europe throughout 2005.

Other helpful information regarding CinemaNow can be found at: [cinemanow.netbizint.com.au/index.html](http://cinemanow.netbizint.com.au/index.html)

For More Information Contact:

Net Business International

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