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COMMUNIQUE DE PRESSE

Glowria consolidates position in Germany and continues its European Growth

The acquisition of two German companies earlier this year confirmed glowria as Continental Europe's leading provider of personalised on demand video entertainment. With the integration of the two companies complete, glowria is Germany's 2nd largest provider and is now turning its attention to the rest of Europe.

Paris, December 5th, 2006 – glowria, Continental Europe's leading independent provider of personalised on-demand entertainment, announced today that it has completed the integration of the two German companies DiViDi and InVDeo in less than seven months and that the company is now present in Germany under the single glowria brand name. Headquartered in Munich, glowria GmbH is headed up by Martina Bruder, former Deputy MD and commercial director of Yahoo! Germany.

The integration of the two companies and launch of the single platform, www.glowria.de, reinforces glowria's strong position in Germany's increasingly competitive online DVD rental market, and facilitates the international development of the company's white label Video on Demand (VoD) and IPTV services to ISPs, cable operators, and retailers. A glowria-branded VoD service will be added to the product offering early next year, providing users with a "one stop shop" for on-demand digital entertainment. Glowria will also continue to increase its acquisition of rights to local content.

In 2007, glowria will focus on seeking new VoD partners throughout Europe (notably in Scandinavia, Benelux, Netherlands, Spain, Portugal and Italy). The company's successful partnerships with Neuf Cegetel, the leading alternative telecommunications provider in France and fnac.com, France's leading retailer of cultural and leisure products, clearly distinguish glowria as one of the only European providers with a proven platform and

expertise in content aggregation and management capable of providing a turnkey VoD and IPTV solution to ISPs, cable operators and retailers.

“While IPTV offers a major new revenue source for service providers, it also requires the ability to navigate the complex world of content,” explains Jill Finger Gibson, Analyst at IDC, in the recently published Western European IPTV Forecast, 2006-2010. “IPTV providers should be aware that negotiating content deals is a tricky and time-consuming business, and may take longer than they may anticipate. Rather than negotiating individual deals with a wide array of content providers, working with content aggregators may be a more efficient and cost-effective option.”

“Germany is just a stepping stone for glowria’s European activities,” comments Mihai Crasneanu, CEO and founder of glowria. «We will continue our aggressive expansion in 2007, particularly in Southern Europe, as our expertise in digital on-demand entertainment allows us to provide ISPs and cable operators with a complete turnkey VoD solution in under two months, exactly what many companies in the region are looking for.”

About glowria

Founded in 2003 to tackle the nascent VoD market and to serve on-demand digital entertainment needs, glowria is Continental Europe’s leading independent provider of personalised on-demand digital entertainment. Leveraging its agreements with movie studios and distributors, built up through its highly successful on-line DVD rental service, glowria offers video on demand (VoD) services accessible via PC and television direct to consumers and via white-brand to ISPs, cable operators, retailers & PC and consumer electronics manufacturers. Glowria has developed and currently manages VoD services for Fnac.com, France’s leading retailer of cultural products and leading French alternative telecommunications provider Neuf Cegetel, Furthermore the company has strategic marketing partnerships with market leaders such as AlloCiné, Bertelsmann, FreeNet, Pro7Sat1, ProMarkt, Sony, Thomson and extensive revenue-sharing partnerships with all the major movie studios and a vast majority of independent video distributors, including Warner, Fox, Buena Vista, MGM, M6, NBC Universal, TF1, and Studio Canal.

For more information, please visit www.glowria.fr

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