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Glowria launches Video on Demand service

Paris, France – July 6, 2006 – glowria, Continental Europe’s leading independent provider of personalised on-demand entertainment, today announces the launch of its own-brand Video on Demand (VoD) service to French consumers. This launch directly follows the deal with Neuf Cegetel to offer Neuf’s subscribers a white-label VoD service, through the set-top box, straight to their televisions. Glowria’s VoD strategy is two-pronged, comprising a direct to consumer service, through its own site www.glowria.fr, as well as a turnkey, white-label, or co-branded solution, offered to cable operators, Internet Service Providers (ISPs), and Telecommunications Providers.

Through its highly successful online DVD rental service, glowria has gained expertise in user behaviour and positioned itself as a reference for the aggregation and management of video content. The company has developed outstanding relationships with all major studios and many independent video distributors and is the only French company licensed by Warner Bros. Home Entertainment Group to deliver ‘download to own’ programming in France. As a result of these partnerships, glowria has developed the broadest VoD catalogue in France, as well as a solid experience in on-demand entertainment.

As Mihai Crasneanu, glowria’s founder and CEO, explains, launching its own VoD service represents a natural evolution for the company: “our objective, since starting glowria in 2003, has been to provide on-demand entertainment in any format, on any device,” he affirms. “Today the technology is in place to allow us to do just that. This new mode of distribution liberates the viewer from the constraints of television channels. It allows them to choose a programme to watch, when and wherever they want.”

Glowria’s VoD platform was developed in-house by a highly skilled team of experts, whose primary concern was providing an easy to use, television-style experience. As



a result, the media player installs and launches in less than 20 seconds, without any complicated system update or reboot, and the interface is extremely user friendly. Glowria's VoD service offers direct access to an unparalleled selection of films, available any time, anywhere, and for either 24 hours or unlimited viewing.

Following the launch of its VoD service in France this summer, glowria will extend its own-brand service to Germany, where it recently acquired two key players in the online DVD rental market. Glowria will also offer its turnkey solution to cable operators, ISPs, telecommunications providers and any other company seeking to offer VoD to its customers.

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ABOUT GLOWRIA

glowria, the leading on-line DVD rental service in Continental Europe, is positioned to become the number one provider of personalised, on-demand entertainment in Germany and France. Featuring the largest catalogue on the market, glowria's Video on Demand (VoD) service, which is accessible via PC and television, is currently offered in France and will be available in Germany by September 2006. glowria, which was founded in 2003 and has raised 12.5 million dollars in capital funds, also provides VoD to ISPs, as well as satellite and cable operators, through a white-label service. For more information, please visit www.glowria.com.