



**eWorld media properties deliver diverse content and rich user experience to Asia**

**Overview:**

eWorld Interactive has assembled a portfolio of multi-media content and applications that provide advertising access to a large customer base in Asia. With initial markets in China and the Philippines, eWorld content appeals to users by adding personalized web space and content management functionality to our user's experience. This also creates pinpoint accurate branding opportunities for our partners. Offline products and video production capabilities allow the company to create higher value offerings.

eWorld is a compelling place for individuals to interact with top media franchises as well as create and share their videos, photos, music, and online experiences.

eWorld has established partnerships with numerous content providers, including CBSParamount, E! Television and others. eWorld serves as exclusive content distributor for each title in the given market and includes development of localized eWorld channels, each with its own look, feel, and features. The most prominent title to roll out in 2007 is "China's Next Top Model", which is a local market adaptation of Tyra Bank's successful "America's Next Top Model".

**Cracking Content Delivery in Asia**

With Asian ad spending increasing dramatically, eWorld is an active participant with the major media buying agencies to develop and/or distribute branded, advertiser-funded programming to targeted geographies. To this end, eWorld Interactive currently comprises 2 main divisions: eWorld China (including www.17dian.cn) and Mojo Mediaworks.



**Internet Video and Game Content in China.** eWorld China serves as a second-generation media and

entertainment portal in Mainland China. With portal site www.17dian.cn as its focal point, eWorld China manages the company's consumer presence in China, including web development, content distribution, online game operations and event marketing. The web is constantly changing, so eWorld takes on the burden of keeping up with new functionality so the user can focus on the content experience.



**Content Development and Distribution in China and the Philippines.** Mojo Mediaworks, acquired by eWorld in April

2007, is a production and licensing house for television, internet and advertising. Mojo's wholly owned subsidiary Mojo Gameworks operates casual internet games and lottery/gambling applications such as No#1 ranked US online gaming platform, Slingo.

Mojo has recently executed a licensing agreement with OpenTV Participate to facilitate roll out of its multiple channel media and gaming lines including Lottery (Electronic and Scratch Off), Sports Book and an SMS TV Game Show.



Screen shot of www.17dian.cn, eWorld's portal site in Mainland China, launched 1Q07.

**Benefit to Content Providers**

eWorld uses its relationships in local Asian markets (close to the end customer) and locales such as Hollywood and Korea (close to many content creators) to facilitate easy flow of content to new media outlets. Our account holders use eWorld technology to interact with content, allowing for innovative new revenue models.

**Benefit to Advertisers**

Whether advertisers are trying to reach specific users or a large group, eWorld can put together a focused campaign. Online, advertisers can target users based on usage patterns and past content interests. Offline, eWorld has the capability to manage integrated promotions in the highly fragmented Asian market. eWorld users are a highly desirable and upwardly mobile audience composed of early technology adopters, online video fans, gamers, mobile/wired university students and software downloaders.

**Selected Content:**



**Selected Content Partners and Ad Customers:**





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### In Depth:

#### eWorld China online features and functionality:

Personal Profiles  
 Video streaming, Photos, Music  
 Interactive TV shows  
 Vote, Rank and reward  
 Casual games  
 Blogging  
 Avatar

#### Unique functions

Online Snapshot  
 Online audio/video recording  
 Online photo processing

eWorld has also secured the rights to operate China's official **Online Sports Lottery** with Shanghai Information Industry (Group) Co., Ltd., a subsidiary of China Telecom (NYSE:CHA, HK:0728). The agreement gives the eWorld user base access to participate in online sports lotteries for professional sports in China and abroad along with other gaming platforms.

#### Selected Content Licenses and Agreements

CBS Paramount	"China's Next Top Model"
Dream Maker, Sidus	"Battlezone Online"
Slingo, Inc	"Slingo" branded games
Shanghai Media Group	"Shanghai Nights"
China Sports Ministry	"Sports Lottery"

#### Team

##### **Guy Peckham, CEO and eWorld President**

Guy comes to eWorld with deep operational experience in media and consumer products around the world. Prior to joining the company, he was executive director at the Calvea Financial Group, working with Shanghai-based online gaming company T2CN Information Technologies and Shanghai-based digital signage network i-level Media Group. Previously, Guy was founder and CEO of Canada-based Goodlife Brands, growing it to CAD\$128M sales and over 550 employees before being acquired.

##### **David Tumaroff, Mojo President**

David is an entertainment industry veteran with over 20 years experience as executive producer and director of television, music, theater and super model productions. He has enjoyed extensive international reach working with top celebrities and content distributors.

##### **Laurence Lee, eWorld General Manager**

Prior to joining eWorld, Laurence was COO and CTO of T2CN Information Technologies, guiding their successful online game operation of Freestyle Basketball. Previously, he was Director of Technology of Shanda Networking Co. Ltd where he designed and built the technology and application infrastructure for the largest online gaming operation platform in the world, which

#### Team (continued)

hosted over 2 million simultaneous online gamers and supported 100 million online transactions per day. Laurence began his career working as Product Manager for Cisco Systems in San Jose, California.

##### **Hui ("Magic") Li, Technology Director**

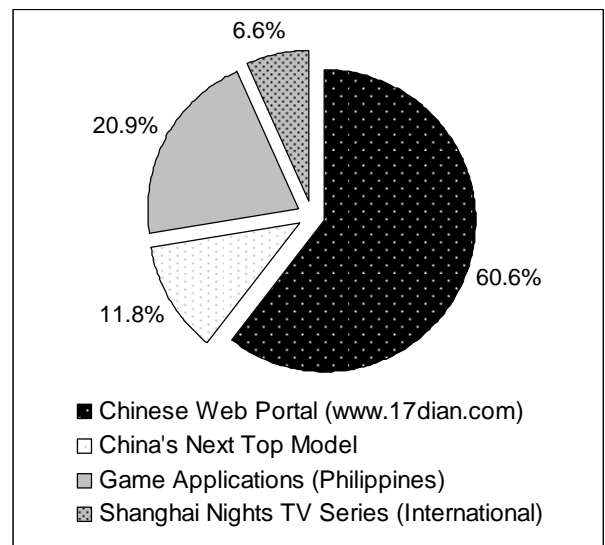
Magic was most recently Senior Director of Technology of T2CN Information Technologies and previously worked for Shanda Networking Co. Ltd as data center manager. He has extensive experience in e-commerce development, large-scale billing and large-scale data-center management.

##### **Kin Mak, Mojo General Manager**

Kin has built a career spanning branding, sales, marketing, strategic planning and M&A management. Prior to joining Mojo, he was Asia Regional Brand Director for DuPont Lycra. Kin began his career as a fashion designer.

#### **Financial Projections**

##### *2007 Revenue Mix:*



##### *Financial Forecast:*

USD '000	2007	2008	2009
<b>Revenue</b>			
eWorld	8,800	12,100	15,400
Mojo	6,100	13,300	19,700
Combined	14,900	25,400	35,100
<b>Net Profit</b>			
eWorld	4,550	6,500	8,400
Mojo	2,200	4,800	7,300
Combined	6,750	11,300	15,700

#### **Contact:**

eWorld Interactive, Inc.  
 1088 South Pudong Road, Suite 1202  
 Shanghai, China 200120  
 +86 (021) 6888 0708