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News Release

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FOR IMMEDIATE RELEASE

ESPN STAR Sports picks Masstech MassLogger for digital program logging

IBC 2004, AMSTERDAM —September 6, 2004— ESPN STAR Sports, Asia's number one sports broadcaster has selected a 12 channel Masslogger™ solution from the Masstech Group Inc. for its digital compliance requirements. Masstech Group Inc., headquartered in Toronto Canada, is an innovator in systems for broadcast workflow solutions and have recently installed a number of MassLoggers in the APAC market.

“Broadcasters need to capture their output audio/video signals for any of a number of reasons”, explains Brad Redwood, Masstech's director of operations for APAC. “Today most broadcasters use VHS recorders for this purpose, but these systems have always been cumbersome, failure prone, and accessing historical content when it is actually needed is difficult at best. The complications of today's multi-channel environments only magnify these drawbacks. MassLogger eliminates the manual intervention, unreliability, and the cumbersome access associated with VHS based broadcast logging by taking advantage of nonlinear MPEG compression technology.”

Used in conjunction with Masstech's asset management system, MassStore™, and the Digital Media Gateway protocols, Masstech's loggers provide a robust logging solution that will significantly cut costs for broadcasters while streamlining processes for greater workflow

efficiency. In addition to its ability to capture incoming audio/video content to local or network storage, the MassLogger system provides a live, low bit rate stream of the incoming content. As content is captured in the system it is immediately available for viewing with a web browser.

“The Masslogger will provide us with a simple-to-use web interface, which allows any user connected via a network to jump to a particular channel/date or time reference point or view the live stream. The system can also import automation/traffic as-run reports which a web user can actually click on to view any specific event,” said Andy Rylance, Director of Engineering ESPN Star Sports.

Saifudin Sani, Regional Manager of Techtel SE Asia, the local Masstech supplier, reports that the MassLogger provides 24x7, high-reliability recording and storage of broadcast content, and makes it accessible via a standard Web browser. The MassLogger application runs on a high performance and highly reliable platform to provide the necessary system robustness. It generates low-bit rate content in real-time from up to two incoming audio/video streams, and as content is captured, MassLogger can burn-in station identifications as well as timecode/date information for visual identification.

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About Masstech Group, Inc.

Masstech Group, Inc. is a developer of software and embedded hardware centred on a powerful core database to enable management, conversion, distribution and sharing of digital content across IT storage and networking infrastructures. Masstech Group is a privately held corporation headquartered in Toronto, Canada, with offices in the United States, Canada and Asia. The company’s products are available from a direct sales force, value-added resellers, OEM partners and systems integrators. For more information on Masstech Group, please visit www.masstechgroup.com.

About ESPN STAR Sports

ESPN STAR Sports is a 50:50 joint venture between two of the worlds leading cable and satellite broadcasters, ESPN Inc. and STAR. Combining the strengths and resources of its ultimate parent companies, Walt Disney (ESPN, Inc.) and News Corporation Limited (STAR), ESPN STAR Sports is Asia’s definitive and complete sports provider. For more information on ESPN STAR Sports, please visit www.espnstar.com.

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