TV2Me(R) Goes Global By Partnering With Leading Asian Online Entertainment Company; Manila-Based ESL Adds Sales and Marketing Muscle to Bring Pioneering Place Shifting Technology to Wider Market

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Body

NEW YORK and MANILA, Philippines, May 16 /PRNewswire/ -- K2B, Incorporated, developer of the pioneering place-shifting technology TV2Me(R), announced today a strategic partnership with Emphasis Services Limited (ESL), a leading force in the Asian online entertainment market, designed to drive wider adoption of the product around the world. The partnership, which includes the formation of a new jointly owned company known as TV2Me Laboratories Ltd., is a first step in the goal to bring TV2Me to the mass consumer market.

In 2003, K2B founder and electronics visionary Ken Schaffer invented the first place-shifting device that allows people to watch their home TV programming anywhere in the world with an Internet-connected device. Since that time, TV2Me has grown extremely popular with a long list of notables in the broadcast and celebrity arenas, such as Germany's RTL, the former chairman of El-Al Airlines and recording artist Sting.

Their strong affinity for the product is attributed to the incredibly high picture quality generated by TV2Me technology.

"As part of my job, I spend a huge amount of time in Asia -- mostly in Tokyo, where as you can imagine it's not easy to watch TV when you don't speak a great deal of Japanese," says Gavin Dart, director for Blue Silver Management. "For getting real time, high quality programs from home wherever you are in the world, TV2Me is by far the best system I've found. Now I never have to miss another rugby or football game again."

"Incredible! I'm your biggest fan in the UK right now. You have done a fantastic job with the technology. The picture is excellent!" says Phil Toye, London-based Global Strategic Sourcing Manager for Information Technology for a major multinational corporation. "You are definitely ahead of the curve on this one. It'll be very popular with my colleagues this summer when the World Cup is on."

In partnering with ESL, TV2Me gains new resources and a major cash infusion to fuel further technical innovation. Even more valuable is the significant distribution strength being delivered through ESL's staff based in Manila and Hong Kong as well as affiliates throughout Asia and Europe. In the U.S., the company has already had high-level meetings with several cable operators interested in expanding the reach of TV2Me's technology beyond the current Internet distribution channel that exists.

"We believe strongly in the potential of TV2Me to become the de-facto standard for consumers, and we are bringing a world-class marketing team, diverse sales channels and an Asian sourcing team to the table to help spur growth of the technology," says Chris Parker, ESL's chief executive officer. "Our global network of resources provides substantial economies of scale that will enable us to drive the cost of the product down considerably without sacrificing any of the quality that is TV2Me's hallmark. In doing so, we intend to rapidly expand its reach beyond the high-end luxury users that have made TV2Me a staple in that community."

"Our ability to deliver high-quality television signals from anywhere on the planet via the Internet has made TV2Me an international company from day one," Schaffer says. "But now we are truly ready to take home TV programming around the world."

For more information about TV2Me, please visit http://www.tv2me.com/ .

About TV2Me

TV2Me(R) does for space what TiVo(R) does for time. Its breakthrough technology gives users the ability to shift space, and to watch all the cable or satellite TV channels of any place they choose -- live, in full motion, with unparalleled television-quality -- on any Internet connected device. TV2Me was created by an international team that previously developed satellite tracking systems, such as the breakthrough system that made it possible for U.S. agencies and universities to monitor the internal television of the then Soviet Union.

About K2B, Inc.

K2B, Inc. is a privately-held, internationally-financed, New York-based research laboratory with a notable history of breaking through transmissions barriers and has decisively defined standards for transmitting high-quality television over fragile, narrow bandwidth connections. K2B founder Ken Schaffer is legendary in the broadcast, staging and recording industries as the inventor of the wireless guitar and microphone.

About Emphasis Services Limited

Emphasis Services Limited ("ESL") has been providing gaming-related services in the Asia Pacific Region since 2001, maintaining its headquarters in Manila, Philippines, with a team of employees and consultants located in Cambodia, China (PRC), Indonesia, Japan, Macau, Malaysia and Thailand. ESL has swiftly become one of Asia's most influential online entertainment companies. One of ESL's principal business lines is live videostream casino gaming. Please visit http://www.esl-asia.com/ for more information.

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