



BLUESTREAK TECHNOLOGY, INC. ANNOUNCES "BLUESTAR" DEVELOPER PROGRAM

Leading Developers and Programmers Among 15 Charter Members

NEW ORLEANS – May 3, 2004—BusinessWire-- Following the successful launch of its **DEM** Digital Entertainment Middleware for digital cable TV, Bluestreak Technology today introduces its *Bluestar* developer's program, with all the tools and support needed to deliver advanced games, interactive content, voting, polling, personalized information portals, and more to current-generation digital cable systems.

Bluestar charter developers are creating innovative games, services and applications for digital cable that take advantage of the DEM platform and its broad distribution. Leveraging the unique resource constraints of the digital set-top, DEM provides standards-based rich media entertainment coupled with high performance applications like virtual channels, games, voting, polling and enhanced TV – and enables networked applications such as multi-player games and instant messaging.

The *Bluestar* charter developer group represents international leaders in game development and enhanced-TV production. Charter developers include Pixel, Sarbakan, Visiware, iacta LLC, LVL Studio and Net Communications.

"Each *Bluestar* charter developer is an exciting market leader," said John Reed, CEO of Bluestreak Technology. "They each capitalize on the Bluestreak DEM platform to bring a new, broad base of games, services, and applications to digital cable."

Pixel Game Technologies' content channels and services include JiveGames(tm) - a complete solution for advanced game services, and KidsWise(tm) - a complete solution for advanced kids 'edutainment services'. Both JiveGames(tm) and KidsWise(tm) are available for mobile and interactive TV networks worldwide. Pixel's game channels are deployed with leading cable, satellite and mobile operators around the world such as Bsky, Echostar, Bell ExpressVu, and Vodafone- each with distribution to millions of subscribers to digital networks. www.pixel-tech.com

Founded in 1998, **Sarbakan** is both an idea shop and a digital creation studio that specializes in the development and exploitation of world-class animated content such as FIRECHILD, GOOD NIGHT MR. SNOOZLEBERG, ARCANE and STEPPENWOLF. Warner Bros, WB Kids, America Online, Viacom, Sony, CBC/La Société Radio-Canada, Groupe TF1 and The National Film Board of Canada are but some of its famous clients. www.sarbakan.com

Visiware is the leader in interactive television games with game channels (Playin'TV, Playin'Star) available on Dish, Belleexpress VU, and Directv Latin America as well as most other cable and satellite networks in 50 countries worldwide.

In addition to ITV games, Visiware has a complete catalogue of itv applications like yellowpages, news, weather, enhanced sports, T-commerce, interactive advertising and others. Visiware is an early believer in Bluestreak technology and has games ready now. www.visiware.com

iacta LLC is the developer and publisher of Games4TV™, currently deployed with operators in North America and Europe, and is also available as a subscription service for dial-up and broadband iTV platforms. With more than seven years' experience with real (paying) iTV users, and development experience on most major iTV platforms, iacta also serves as a consulting and development team assisting operators, manufacturers, and content providers in creating successful iTV products and services. www.iacta.com

Publisher of innovative multimedia products, **LVL Studio** offers to the television and film industry, products and services perfectly adapted to the new commercial and technological reality of the media and entertainment world. Specialized in multi-user and digital home entertainment interactive products, LVL enjoys a unique position in the market being able to support the entire product life cycle, from design to business operation. www.lvlstudio.com

Founded in 1995, **Net Communications** is a leader in ITV software development and has offered customized, specialized, innovative and affordable products and services in the Internet, interactive television, information technology and multimedia sectors. Mainly our customers are from the commercial, industrial and institutional fields. www.netcomm.com

About BlueStreak Technology:

BlueStreak Technology, Inc., a subsidiary of Dallas-based Bluestreak Network, Inc., is the developer of Digital Entertainment Middleware (DEM), a market-leading digital media solution for cable TV and other embedded device environments. Its DEM enables superior interactive and enhanced TV applications in existing digital cable environments. DEM-enabled applications include advanced games with superior graphics, personalized interactive content and programming, email and online chat capabilities, and onscreen play-along and enhanced TV applications, such as voting and polling. Bluestreak Network companies are leaders in digital content, distribution & technology, providing cable TV operators, wireless carriers, voice portals, and newspapers with dynamic multimedia content, services, and technology.

Contact:
John J. Reed
214/379-1380

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995: Statements that are not historical facts, including statements about confidence and strategies and plans and expectations about new and existing products, services, technologies and opportunities, industry growth, demand, and acceptance of new and existing products, and returns on investments in products and markets are forward looking statements that involve risks and uncertainties that could significantly impact the companies. These statements are not guarantees of future performance, and actual results could differ materially from current expectations.

###