

NEWS FROM



Jonathan Boltax Joins PixelPlay Management Team

Interactive Television Industry Veteran Appointed Vice President of Programming and Service Management

NEW YORK - February 1, 2006 - PixelPlay Inc., the leading provider of interactive entertainment services and technologies on interactive television (iTV), the broadband internet, IPTV and mobile devices, today announced the appointment of Jonathan Boltax as Vice President Programming and Service Management. With an extensive background in iTV, games and enhanced television programming, Mr. Boltax takes on this new leadership position as PixelPlay moves to the forefront of iTV enhanced services such as cross-platform game tournaments and community services.

In his new position, Mr. Boltax will be responsible for managing the programming of the various games and content on PixelPlay's current and future subscription based game services in North America. In addition, he will manage the service teams that will assist Multi-Service Operators (MSOs) in the development of content specific promotions, tournaments, marketing and the acquisition of new game service subscribers.

"We are pleased that Jonathan has joined PixelPlay's already strong management team and look forward to him further expanding our subscriber base in North America under his leadership in this market," said Ron Chaimowitz, PixelPlay's President and CEO.

Mr. Boltax joins PixelPlay with more than ten years experience at leading cable and broadcast companies. Most recently Mr. Boltax served as the Director of ITV Development and Digital Product Management for Cablevision Systems Corporation where he managed and negotiated business deals for *iO Games*. In his role he was responsible for producing and managing the first ever subscription and play-per-day gaming services by a cable operator. Boltax worked on a variety of Cablevision's interactive television applications including *iO Dashboard* which received an Emmy award in 2005 for the NYATAS Outstanding Achievement in Interactive Television.

Prior to joining Cablevision, Mr. Boltax spent five years as Director of NBC's Enhanced Broadcast Group. The first member of the team, Mr. Boltax was responsible for managing the production of all NBC/CNBC enhanced/interactive TV productions including NBC's first ever Network Enhanced television program, the *1996 Summer Olympics from Atlanta*.

"I am excited to bring my background in the technology and television industries to PixelPlay and work to expand this already thriving company," said Jonathan Boltax.

About PixelPlay

PixelPlay is the leading provider of entertainment and state-of-the-art technology for emerging platforms including Interactive Television, broadband, IPTV, and mobile devices worldwide. The Company develops ITV Portals and managed game services. The Company also creates and distributes games featuring many top brands including Centipede, Missile Command, Asteroids™, Monopoly®, Scrabble®, Boggle, Yahtzee, and popular children's brands such as Little Bear and Reader Rabbit®. These notable brands combined with PixelPlay's patented JIVE™ Technology which enables consumers to experience cross-platform, multi-player interaction, allows the Company to provide highly profitable entertainment services to MSOs and wireless carriers. Headquartered in New York, PixelPlay was recently formed by the combination of Pixel-Technologies and PlayTV. As a result, the Company's executive management team has more than 50 years combined experience in media technology and entertainment and is now a driving force in the ITV industry. In 2004 and 2005 PixelPlay was named "EchoStar Game Developer of the Year" and was the first developer of Play Per Day Games on Cablevision's iO Games service and is recognized as a Mobility Preferred Partner by Microsoft, which presented PixelPlay with their "Entertainment Application Developer of the Year Award." For more information, please visit www.pixelplay.com

#

Media Contact:

Paulina Piekarski
for PixelPlay
Connors Communications
212-798-1407
Paulina@connors.com