

KidsWise® Rocks The African Continent

Johannesburg, South Africa, **01 March 2005** – Multichoice Africa launches the KidsWise® interactive TV channel, delivered by Pixel Technologies, to over 1 million households in Southern Africa subscribed to MultiChoice Africa's DStv platform. This is the first channel of its type in the region offering on-demand children's educational games.

The KidsWise® channel is accessed from any channel on the DStv bouquet by pressing the OK button on the remote control. It provides learning and fun programmes targeted at 3 to 12-year-olds, including ITV versions of the Learning Company's "Reader Rabbit" and "Little Bear" products.

The channel will offer 5 educational games with new content each calendar month, designed to develop reading, problem-solving, maths and creative abilities; multiple levels of difficulty that parents can customize in accordance with their child's development; a regularly updated menu reflecting the seasons, holidays or special events; and tips for parent-child "together time".

In addition, parents and teachers can download supplementary, printable materials from the KidsWise® Web site (www.kidswise.co.za). All the channel's programs provide children with hints and rewards intended to foster a sense of accomplishment and thus encourage them to learn.

"We are thrilled to have Multichoice distributing KidsWise®, following national successes with Echostar in the US and Bell ExpressVu in Canada", said Erez Lahav, Vice President of Sales at Pixel. "This launch shows again that KidsWise® is a key driver in the successful use of iTV on digital TV platforms. Multichoice is a strategic partner to Pixel Technologies and we intend to extend our relationship to offer additional iTV and cross-platform services in the near future".

Richard Fyffe, General Manager iTV at Multichoice added, "KidsWise is a 'strategic investment' to our subscribers, offering fun, high quality educational content to a large number of households and adding further value to the DStv offering. Including the KidsWise channel in our offering supports our objective of providing quality programming, entertainment and education to all our subscribers".

About Pixel Technologies:

Pixel is the provider of interactive entertainment and edutainment channels for the subscribers of Interactive Television, Wireless and Internet digital networks. Pixel provides proven cross-platform, multiplayer service solutions that incorporate compelling content, state of the art technology and carrier-class service to operators as well as providing technology and distribution services to content producers and publishers.

For more information please visit www.pixel-tech.com

About Multichoice:

MultiChoice Africa (MCA) is a multi-channel pay television platform with channels from Africa, Europe, Asia and USA. It provides premium television entertainment to over one million digital subscribers in 49 countries on the African continent and adjacent Indian Ocean islands through its DStv Bouquet.

Through the introduction of a dynamic technology platform and the assembling of an excellent bouquet of channels, built around compelling and premium movie and sports channels, MCA has succeeded in building a significant television business, which spans the African continent.

Operations include world-class subscriber management services and the management of a digital satellite television platform broadcasting over 50 video and 60 audio channels 24 hours a day.

MCA is one of the outstanding examples of a pioneering African company, owned by the MIH Group, an international player providing entertainment, technology and e-commerce services.

MCA's involvement in Africa goes beyond its core business, with social investment programmes in every country in which it operates.

For more visit www.multichoice.co.za