



**FOR IMMEDIATE RELEASE:**

**TAG NETWORKS' GAMES-ON-DEMAND TELEVISION CHANNEL TAG GAINS TRACTION IN TIME WARNER CABLE TRIAL DEPLOYMENT**

**TAG Obtains a 40% Penetration Rate Among Time Warner Cable Digital Households in Dothan, AL**

CABLE SHOW: NEW ORLEANS – May 18, 2008 – In a trial deployment with Time Warner Cable in Dothan, AL. TAG, the games-on-demand channel, has produced impressive results. During the first four-months of the trial period, which commenced in December of last year, TAG reached a 40% penetration rate among digital households. The channel is offered as a free, ad-supported service.

The data from the trial showed that the average playing time across all digital households increased 238% in the first four months to one hour and seventeen minutes by March of this year from 34 minutes when the trial began in December 2007. The monthly average playing time among TAG households increased to eight hours and ten minutes in March from four hours and forty-six minutes in December. Additionally the channel averaged a 98% daily repeat rate. Demographic breakdowns showed a fairly even split between the genders, with 54% of the TAG players being female, 46% male. More than half the players (58%) were between the ages of 18 and 49, with the biggest concentration (37% of players) being 18 to 34.

“We created TAG because games are a new, mass market programming genre – programming that subscribers are currently leaving their TVs to get somewhere else. By making high-quality, full-screen, interactive games available via the operators’ existing on-demand infrastructure, we knew we could bring gamers back to their TVs. This trial has been a tremendous affirmation of that original premise.” said Sangita Verma, CEO, TAG Networks. “Time Warner Cable is a trailblazer in the industry and we are so pleased to work with them to conduct this trial. Their support and platforms like Tru2way™ make it much easier to deploy the new programming and services subscribers really want these days.”

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The TAG games-on-demand channel, which supports Tru2Way™, seamlessly integrates into existing on-demand infrastructure enabling a uniform high-quality playing experience to 100% of VOD-enabled households. With TAG, gamers of all ages enjoy an easy-to-use, big-screen games experience by simply using their remote control.

The TAG channel will be demonstrated at The Cable Show at the ITAAS booth (#2805) and the ActiveVideo Networks booth (#415).

With 72% of Americans playing games now, according to research firm NPD, the demand for games has never been greater. The next phase of growth in the industry is widely expected to be driven by casual games, which appeal to a much broader demographic through their simplicity and lack of dependency on expensive hardware.

With new games added monthly and updated games refreshed daily, TAG showcases a multitude of genres, including puzzle, arcade, card, word, trivia, sports, and kids games. With blockbuster brands like Tetris®, Barney™, Thomas and Friends™, Bejeweled™, Diner Dash™, and Bookworm™, TAG offers games that appeal to the entire family. TAG acquires the rights to favorite brands and develops new games based on popular TV and movie brands, creating a vast array of exciting, relevant content. TAG's rich casual gamer community includes high-score leader boards and system-wide multiplayer features allow players to compete with others from the comfort of their living rooms.

#### **About TAG Networks**

TAG Networks has created a premier games-on-demand TV channel called "TAG" that brings high-quality casual games to broad television audiences. TAG seamlessly integrates into existing on-demand infrastructures, creating the nation's first massively deployable games channel for cable, IPTV and satellite. Its programming lineup features blockbuster brands and classic favorites in a multitude of genres—puzzle, cards, word, trivia, action, sports, and kids games—that appeal to everyone. The channel also supports rich community features and multi-device interaction. TAG Networks' revolutionary delivery model provides incredible scalability and ease of functionality. For more information, visit [www.playtag.com](http://www.playtag.com).

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