

S C A P E™

Tuesday 08 August 2000

Village Ten Online Introduces SCAPE™ to Australia

Village Ten Online (VTO) today announced its new entertainment service 'SCAPE', will be launched online in the fourth quarter of this year.

Village Ten Online – a joint venture between Australia's leading entertainment / media groups Village Roadshow Limited and The Ten Network – was formed in 1999 to develop and market next generation content across a variety of entertainment platforms.

Initially Internet based, SCAPE.com will carry a diverse content offering to include movies, music and matchmaking, and will present consumers with a personalised and interactive entertainment experience.

SCAPE's Chief Executive Officer, Ken Manning, formerly with Razorfish, indicated that SCAPE's service structure would be shaped around a young and streetwise personality. "SCAPE reflects the interests and attitudes of a very attractive demographic market segment (16-39 year olds). The service will be supported by Village Roadshow and Network Ten with an intensive marketing and advertising push that will build our brand and drive traffic to the site. The site itself will offer a unique, compelling experience that will keep people coming back."

CEO of Village Roadshow New Media Investments, Ian Basser said, "VTO will draw on Village Roadshow's and Network Ten's knowledge and assets of the leisure market, and migrate this expertise to an online platform. Importantly, we have the corporate, financial and marketing muscle required to carry this effort through."

SCAPE.COM

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SCAPE.com will utilise its parents' extensive leisure and entertainment knowledge to develop content for each of the individual sites. Major features will include access to numerous specialized online radio stations, ticketing, a sophisticated matchmaking service which will allow visitors to meet and communicate with potential partners and friends, and a comprehensive national entertainment guide for consumers to get the latest in what's on, where and when.

Peter O'Connell, CEO of Ten Ventures said "SCAPE.com will be an exciting new presence on the Internet, with all the necessary attributes to appeal to increasing numbers of online service users. We have put together what I regard as an exceptional team to realise the potential of VTO's venture. As the launch of SCAPE.com approaches, I can foresee that this will be eagerly anticipated by both the Australian public and the business community."

For business, sponsorship, advertising and general inquiries a call centre number has been set up: 1800 818 408.

ENDS

For further information please contact:

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