

MediaNet Digital Providing Digital Entertainment Platform for International Retailer Tesco

A premier music and video destination with DRM-free downloads

NEW YORK (June 16, 2008) - MediaNet Digital, the world's leading digital entertainment services provider, today announced a partnership with Tesco, one of the world's most successful international retailers. MediaNet is enabling Tesco's online entertainment offering, Tesco Digital (www.tescodigital.com).

MediaNet is powering Tesco Digital with the underlying technology and audio and video content including 3.7 million audio tracks. Based on the Company's proprietary technology platform, MediaNet is enabling the Tesco Digital offering with a download store, allowing users to access music and video collections both on PCs and portable devices, as well as more than 2.4 million DRM-free downloads in the MP3 format. Currently the service features audio tracks in both the Windows Media and MP3 formats, with downloadable television and feature films to be added soon.

Alan McGlade, President and CEO of MediaNet Digital, commented: "MediaNet's platform was built for partners to create a digital entertainment experience that best suits their businesses and ultimately their customers. Our aim is to help Tesco Digital deliver the right mix of content and ease of use for their customer base."

Graham Harris, Commercial Director at Tesco comments: "The new Tesco Digital site is more than a music download portal – we wanted to create an exciting and easy-to-use entertainment shop that Tesco customers of all ages and technical ability can use and trust. We're starting out with a comprehensive music offering, but customers can expect downloadable TV and films as well as games to buy very soon. MediaNet's fully customized service, comprehensive media library as well as their knowledge and experience have helped us to achieve our goals."

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