

NEWMAGIC

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Star TV Beckons The Virtual Magician

(New York/USA – September 2002) Satellite giant STAR TV has offered to acquire “The Virtual Magician” from Newmagic Communications, Inc. for distribution across Asia. Star is the wholly owned subsidiary of News Corporation and Asia's leading media production and distribution company. Its 30 distributed services, in seven languages, reach more than 300 million viewers across 53 Asian countries. Newmagic is also in discussions with several Free-TV stations in the region.

The Virtual Magician, now in-sync with mainstream programmers on two continents, is a (13) part half-hour entertainment series starring illusionist Marco Tempest. Prior to the offer from Star TV, the show had previously secured an acquisition commitment from BSkyB, the network's UK-based sibling.

Newmagic is currently riding high on early distribution momentum for the first season of The Virtual Magician and is currently in discussion with the top programmers in Europe and the US.

More on Star: Services carried on the STAR TV network include STAR Chinese Channel, Phoenix Chinese Channel, STAR Plus, STAR World, Channel [V], ESPN, STAR Sports, STAR Movies, Phoenix Movies, VIVA Cinema, STAR News, Fox News, Sky News and National Geographic Channel.

More on Newmagic: Newmagic Communications, Inc. is a New York based television and multi-media production company specializing in high-end visual effects and television programming. World-class illusionist Marco Tempest is “The Virtual Magician,” a futuristic iconoclast on a mission to re-discover the mysterious origins, beauty and time-honored craft of magic. In each of the (13) half-hour episodes, he will take audiences on a graphical journey through his “virtual archive” of legends and mysteries, then into the real world complete with live street performances, guest appearances and secrets revealed.

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