

For Immediate Release

## ***The Virtual Magician is #1 in Japan***

**(New York/USA – August 2003)** – Japan's leading broadcaster and innovator of HDTV has joined Newmagic Communications, Inc. in an international co-production for its High Definition program *The Virtual Magician*. Anticipating the future technology needs of broadcasters, Newmagic is now cashing in on its HDTV initiative with this deal with NHK and believes more broadcasters will appreciate the added value and include *The Virtual Magician* as their next scheduling choice.

*"Intrigued by the flexibility of its modular format, NHK is looking to customize the show for various market needs with plans to air the program in its half-hour form and also repurpose it into 1-hour and 2-hour specials, each intended for prime time. Newmagic is currently riding high on early distribution momentum for the first season and the new partnership with NHK firmly reinforces the quality and content of the program."* adds show creator Marco Tempest.

Additional distribution deals include: Sky One in the UK, Discovery Channel in Germany (Pay-TV), STAR-TV for Pan-Asia (36 countries), second windows to terrestrial broadcasters ATV in Hong Kong and Channel 5 in Singapore, Televisa in Mexico and YLE in Finland. Newmagic will continue its distribution efforts and anticipates more partnerships to be announced at MIPCOM in October.

**More on NHK:** Well known for award-winning, high-quality programming, especially nature and natural history programs, this year NHK celebrates the 50th anniversary of its first TV broadcast, and its pioneering push into HDTV is attracting the attention of a growing number of international partners. Some 500 titles have been co-produced with the likes of PBS, the BBC, Channel 4, ZDF, ARD, and Discovery, and an increasing number are being shot in HD.

**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. Other core competencies are high-end creative production services and live entertainment events for Fortune 100 companies. Based in New York City with representatives in Las Vegas, Zurich, Berlin, Paris and Tokyo, Newmagic is truly a global entertainment company.

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 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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