

For Immediate Release

The Virtual Magician Appears In Continental Europe

(New York/USA – January 2003) Newmagic Communications, Inc. has agreed to a multi-pronged international pre-sale agreement with top Finnish terrestrial broadcaster YLE for The Virtual Magician – a (13) part original television magic series starring illusionist Marco Tempest. YLE television channels reach two thirds of the population in Finland daily. In 2001, YLE held its position as the top broadcasting company in that country with an audience share of 43%.

Also as part of the agreement, YLE will schedule the program in its original form and further broadcast shorter-form segments as part of a youth oriented magazine series. The YLE agreement will cover simultaneous digital and analog broadcasts of the series.

The licensing deal marks a significant milestone for The Virtual Magician by being the first terrestrial outlet in continental Europe to broadcast the series. It is also the first deal for the program in Scandinavia and is expected to bolster current interest and deal-making throughout the region.

“Programmers are starting to appreciate the versatility in the show and are finding creative ways to utilize the content for their individual programming needs,” says magician Marco Tempest, also the show’s creator. Scheduling established by broadcasters includes holiday and summer programming, lead-in and/or out of other general entertainment programs, segments to be included in pre-existing series and localized versions.

Previous deals include: Sky One in the UK, Star-TV Pan-Asia, second windows to terrestrial broadcasters ATV in Hong Kong and Channel 5 in Singapore. Televisa in Mexico and Kallenbach for SABC in South Africa. Additional negotiations are expected to progress in various regions at the upcoming NATPE Convention in January 2003.

More on The Virtual Magician and 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. For further details visit our website at www.virtualmagician.com

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