

For Immediate Release

THE VIRTUAL MAGICIAN HITS PRIME TIME

(New York/USA – January 2004) – SBS Broadcasting backed VT4 in Belgium has acquired the rights to Newmagic Communications, Inc.'s *The Virtual Magician* for their thriving Flemish-speaking cable channel. The series will premiere on January 5, 2004 at 8:30PM and will have its first run on a weekly basis for the 6 completed episodes of Season 1.

“With 6 completed episodes for Season 1 ready for delivery and an air date in prime time on yet another top European station, we see the opportunity for the series to spread into other markets in the region and beyond, “ says Marco Tempest, show creator.

Additional distribution deals that cover over 40 countries include: Sky One in the UK, Discovery Channel in Germany, STAR-TV for Pan-Asia, second windows to terrestrial broadcasters ATV in Hong Kong and Channel 5 in Singapore, Televisa in Mexico, YLE in Finland and a co-production agreement with NHK in Japan. Newmagic will continue its distribution efforts and anticipates more partnerships to be announced in the coming weeks and at MIP-TV in March/April.

More on VT4: VT4 represents about 2.3 Million households or 60% of the total population of Belgium. Content is provided by major studios such as Columbia Tristar, Disney, Dreamworks, Paramount and Universal and their programming includes The Simpsons, South Park and Friends.

More on SBS: SBS has the second largest European broadcasting footprint reaching 140 million people in 9 markets served. In Television, since its inception in 1990 in Scandinavia, SBS owns interests in 10 top tier TV stations in 7 countries including TV Norge (Norway), Kanal 5 (Sweden), TV 1 and 2 (Denmark), SBS6, Net5 and V8 (Netherlands), Prima TV (Romania) and TV2 (Hungary).

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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