

ASX RELEASE

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IPTV Wagering Deal with Samsung

Two Way Limited is pleased to announce that it has signed a binding long-form contract, known as the, "Two Way Application and Licence Agreement" with Samsung Electronics Australia Pty Ltd ("Samsung"), for distribution of Two Way's IPTV wagering applications on the Samsung range of internet-enabled TVs, smartphones, tablets, Blu-ray players, home theatre systems and other consumer products.

As previously reported, Two Way has already finalised exclusive deals with two of Australia's leading wagering operators, Sportingbet Australia Pty Ltd and Betfair Pty Ltd, to build and operate TV wagering services. The Sportingbet application is already live on Samsung devices, whilst the Betfair application is awaiting final regulatory approval, which is expected shortly.

Samsung is a leading manufacturer of smart TVs and other advanced consumer electronics devices. Smart TVs include a built-in connection to the internet, which can be used to provide downloads of movies, TV shows, games, and other interactive applications directly to the TV set.

The applications to be deployed by Two Way on Samsung devices in Australia will be capable of taking bets, via the TV remote control, on all sports events broadcast by free-to-air TV, pay TV, or any form of IPTV.

The deal provides for a revenue sharing arrangement between Two Way and Samsung for all revenue generated via Two Way's wagering applications.

Two Way looks forward to working with Samsung to enhance the enjoyment received by Samsung customers from their smart TVs and other devices, via Two Way's advanced interactive applications.

For further information:

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ABOUT TWO WAY LIMITED (ASX: TTV)

Two Way creates, develops and builds advanced interactive media and gambling applications for mobile, internet, TV and IPTV platforms. Our competitive strengths include our specialised expertise, patented technology and library of interactive applications which have been deployed on all devices.

Two Way has developed an award-winning interactive TV wagering service with Tabcorp Holdings Limited (ASX:TAH) taking in New South Wales and Victoria in conjunction with FOXTEL, and seen on Sky Racing 1, Sky Racing 2 and Sky Racing World. This has now been extended to include Racing and Wagering Western Australia (RWWA) and TattsBet Limited (ASX:TTS) covering Queensland & South Australia. Two Way has the potential to establish similar relationships with other wagering and broadcasting partners throughout Australia and overseas.

Our interactive wagering technology offers advanced betting features and related information, utilising the red button on the Foxtel remote providing the latest synchronization techniques to enhance the user experience. This technology can be applied to both racing and sports betting applications.

Our Way2Bet portal offers an extensive range of information resources to help punters bet better. These services are available via online and mobile platforms at www.way2bet.com.au and way2bet.mobi.

Two Way's products are currently being deployed by leading wagering and interactive TV operators in Australia and New Zealand. Our clients include Tabcorp, RWWA, TattsBet, Centrebet, IAS Bet, Luxbet, Sportingbet, Betfair, Optus TV, LG, Samsung and Sky New Zealand.

To learn more about Two Way visit www.twowaytv.com.au

