



NPOWR Digital Media's stimTVcinema™ Finalizes Deals with Three Major Independents

Innovative Cinema Site Inks Deals with Echo Bridge Home Entertainment, First Look Home Entertainment and THINKFilm

LOS ANGELES, CA – March 14, 2006 – NPOWR Digital Media Inc.'s stimTV™ Network has put the finishing touches on deals with three major independent film companies, Echo Bridge Home Entertainment, First Look Home Entertainment, and THINKFilm. The signings add more than a thousand new theatrical and home video titles and trailers to the network's much anticipated stimTVcinema™ channel, due to launch in Q2 2006.

The stimTV™ Network (www.stimTV.com) blends the ease of channel surfing with the elegance of a search engine. The network's channels present a completely personalized stream of short video clips, allowing viewers to opt in for a more in depth viewing of titles as they catch their interest.

The stimTVcinema™ channel will allow viewers to access thousands of theatrical and home video presentations. When a clip of particular interest appears, a click of the mouse shuttles the viewer to the entire trailer and additional content. Such content will also include film reviews, director and producer interviews, star biographies, filmographies and other "behind the scenes" information. Viewers will also have the opportunity to be directed to specified e-commerce sites to purchase DVD's, join a fan club, order tickets to attend a new release at a local theater or download Videos on Demand (VOD) if available.

"stimTVcinema will quickly become a must visit destination for anyone who enjoys films. The site will offer a large variety of cinema related materials, such as independent, foreign and even film school shorts and trailers. We'll also feature interviews with industry leaders," said Rowland Perkins, Chairman of NPOWR Digital Media Inc. "stimTVcinema will be the go-to place to find, learn and see anything about historical, current and future films and filmmaking."

The channel's new partnership with First Look Home Entertainment includes more than 350 titles, including recent theatrical releases *The Snow Walker* and *Chrystal*, DTV hits *Half Light* with Demi Moore and *Animal* with Terrence Howard, as well as past releases *Immortal*, the Academy Award-winning *Antonia's Line*, and the best of the *Unsolved Mysteries* television series.

The deal with Echo Bridge Home Entertainment includes over 500 titles, including the upcoming release of *Mortuary* and original television mini-series events such as *Category 7: The End of The World and Human Trafficking*. The deal with THINKFilm brings an additional 100 trailers to stimTVcinema™ including the hit comedy *The Aristocrats*, Academy Award® Winning *Born Into Brothels*, *Kontroll* and Academy Award® nominee *Murderball*.

“These three deals are significant and valuable additions to our fast growing stimTVcinema channel, and library of assets for promotional uses,” said Dwight Marcus, President of the stimTV™Network. “This channel is designed to present a wealth of diverse resources unequalled and unavailable in any similar single location. The opportunities for education and entertainment, surrounding the motion picture, television and documentary fields are all brought together in one single place.”

About the stimTV™Network

The stimTV™Network is the world's first truly personalized viewing experience. Everyone who watches sees something different - something right for them. It's true unicasting, available to everyone with a broadband internet connection. stimTV™ has fused browsing with entertainment. A completely new kind of viewing experience, stimTV™ works like automatic channel surfing which has been pre-filtered to deliver a unique flow of personalized content to each viewer. The patented Video Assembly Engine™ selects and assembles short video clips into a high-powered stream of previews from which viewers may opt in to watch longer clips, order merchandise or acquire additional related information. Viewers are able to further fine-tune their stimTV™ experience by creating very brief and completely anonymous profiles that enable the software to deliver a truly tailored stream of videos. stimTV™Network channels include stimTVmusic™, stimTVcinema™ (launching in Q2 2006) and others to be launched throughout the year. For more information, visit www.stimtvnetwork.com.

About NPOWR Digital Media, Inc.

Incorporated in July 2001, California-based NPOWR Digital Media, Inc. is fast becoming a leader in next-generation technologies facilitating personalized media viewing over the internet. The company is utilizing these breakthrough technologies in the progressive launch of the stimTV™Network, a broadband internet network which delivers an audience-pleasing viewing experience. The stimTV™Network offers an effective e-commerce forum to artists, media content owners, viewers, product purveyors and advertisers. For more information, visit www.npowr.com.

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