



PRESS RELEASE

Cartoon Network Joins Forces with Outblaze in Asia

Alliance to develop new media offerings that keep young consumers engaged

Riverside, CT, February 4, 2008: **Outblaze** (www.outblaze.com), the world's largest online service platform providing white label email, collaboration, security and social media services, today announced it had entered into a strategic partnership with Turner Entertainment Holdings Asia Pacific (Turner). The joint venture, Turnout Ventures Limited (TurnOut), will leverage the web expertise of Outblaze to launch highly interactive community networks customized around **Cartoon Network's** (www.cartoonnetwork.com) extensive library of established brands and characters.

Outblaze will enhance Cartoon Network's portals in Asia to be more interactive and support user-generated content. Services including blogs, games, instant messaging and a full suite of video creation, editing and sharing capabilities, will be customized to the look and feel of Cartoon Network. The joint venture will serve to strengthen Turner's digital and online assets in the region and provide Outblaze an opportunity to leverage its robust and scalable infrastructure to grow its business.

"The continued growth of broadband, mobile phones and other digital technologies has dramatically changed the way in which people access and consume content. With the proven track record of Outblaze in creating successful web businesses, Turner is well-positioned to break through the digital clutter, and offer our diverse content in a branded environment familiar to our audience," said YewMing Lau, Vice President, Business Development, Turner International Asia Pacific, Ltd. "Digital distribution is the future and, as an entertainment super brand, Cartoon Network's strong presence in the social networking space is necessary to keep our audience engaged."

In addition to the community sites, other plans include the development of online businesses in the region (including China), such as multi-player games, licensing and merchan-

dising, educational products and other businesses that will leverage Cartoon Network and acquired brands.

“Our suite of hosted services allows media companies to improve their social media offering to their target audiences,” said Yat Siu, CEO and Founder of Outblaze. “Turner is a world leader in children’s programming and media content and we are very excited to be working alongside them in their drive to stay one step ahead of the consumers of tomorrow.”

About Outblaze

Outblaze operates the world's largest online service platform providing white label email, collaboration and social media services to service providers, telecoms operators, corporations, academia, media and publishing companies and portals. The company services 76 million users across 480,000 domains. The Outblaze suite of services also includes online scheduling, file sharing, and protection against spam, viruses and phishing. Outblaze is reliable, affordable and fully customizable and helps clients make these services a profitable part of their business. Founded in 1998, Outblaze is privately held with offices in the USA, the UK and Hong Kong. For more information, visit www.outblaze.com.

About Turner Entertainment Holdings Asia Pacific and Cartoon Network

Launched in the Asia Pacific in 1994, Turner Broadcasting System, Inc.’s (TBS) Cartoon Network offers the best in animated entertainment. Drawing from the world’s largest cartoon library of Warner Bros., MGM and Hanna-Barbera titles, the Network also showcases original series including Ben 10, Codename: Kids Next door, The Grim Adventures of Billy & Mandy, The Powerpuff Girls and Foster’s Home for Imaginary Friends. Cartoon Network is one of the most popular entertainment channels among kids and is currently seen in over 51 million cable homes in the region.

Turner Entertainment Holdings Asia Pacific is TBS’ investment entity for new media and digital initiatives.