



M2B World Expands M2Btv Programming with Four New Channels

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Exciting new channels "Music Retro," "Extreme TV," "Little Learners," and "Shape Up" to debut on M2Btv beginning of 2007, thus providing even more popular programming to U.S. subscribers.

PR9.NET January 30, 2007 - Hollywood, CA – Joining the likes of MTV, VH1, and BET, M2B World, Inc. (M2B World), U.S. subsidiary of Amaru, Inc. (AMRU), proudly presents four new entertainment channels to tantalize the mind, hone the body, and enrich the spirit. Focusing on music, extreme sports, child education, and fitness respectively, these M2Btv channels will touch upon several key aspects of American lives, exposing PONY subscribers to even more of what is popular for today.

"Music Retro" is a feature-focused series exposing the music and behind-the-scenes drama of today's hottest music celebrities. From Alicia Keys to Velvet Revolver, PONY subscribers can now relish in the lives of such music icons as Black Eyed Peas, Foo Fighters, Green Day, Mariah Carey, Queen, and many others. Share in their loves, their passions, their triumphs, and their tragedies.

If raging down turbulent waters, jumping out of helicopters, and soaring at dizzying heights are your passions of choice, then this adrenaline-laced program is for you. "Extreme TV" is your ticket across the globe to experience the best in the extreme sports lifestyle. M2Btv now showcases such death-defying activities as Bike Bungee-Jumping, Mini Jet Boating, Alpine Hang Gliding, or even Big Wave Surfing.

Child development and education is of prime importance at M2B, and "Little Learners" debuts the "Totally Awesome" series, introducing a multitude of educational segments such as 'People and Places,' 'Technology,' and 'Think Green,' among others; subjects range from Airport Ecology to the Japanese culture to Wildlife.

Last but not least, with "Shape Up," U.S. viewers can now access a multitude of fitness programming such as martial arts, dance, aquatics, or many other physical fitness activities. This latest M2Btv channel features a large variety of activities catered for the fitness-passionate subscriber. "The World of Olympic Diving," "Ju-Jitsu Conquers the World," "Classical Ballet Workout," and even "Specialized Gym for Expectant Mothers," are just a few of the episodes available on the M2Btv PONY.

M2Btv and PONY, recognized as the "ultimate lifestyle service," is the first-of-its-kind. 24 hours a day, 7 days a week, this Broadband TV service enables subscribers to access over 50 channels of video on-demand programming, along with other unique features available through the PONY, including:

- * "Face2Face" - user-friendly Video Conferencing at no extra charge;
- * "Video Mail" - live video recording of a subscriber's message;
- * "Shopping" – online shopping services;
- * "Travel" – online travel guides and booking services; and
- * "Internet" – the expected standard for Internet browsing
- * "Games" – casual interactive games including Sudoku

"M2B is committed to addressing the hopes and aspirations of the American public," attests Rebecca Binny, General Manager for M2B World, "and by consistently expanding our programming with such sought-after selections as "Music Retro," "Extreme TV," "Little Learners," and "Shape Up," M2Btv strengthens its leadership status in the highly competitive on-demand broadband media market."

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About Amaru Inc. (AMRU)

Amaru, Inc., a Nevada corporation, through its subsidiaries under the M2B brand, is a leader in the Broadband Media Entertainment business, and a major provider of interactive Entertainment-on-demand, Education-on-demand and e-commerce streaming over Broadband channels, Internet portals, and 3G devices. To date, the Company has launched multiple Broadband TV websites for Hollywood and Asian entertainment, education and online shopping, with over 100 channels designed to cater to various consumer segments and lifestyles. Its content covers diverse genres such as movies, dramas, comedies, documentaries, music, fashion, lifestyle, edutainment, and more. The M2B brand has established its competitive edge by offering access to an expansive range of content libraries for aggregation, distribution and syndication on Broadband and other media; including rights for merchandising, product branding, promotion and publicity.

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