



PUFF™ TV Launches Pre-School Video-On-Demand Offering With Rogers Cable

Toronto & Tel Aviv, 04.12.2007 – PUFF™ TV Ltd., the operator of pre-school interactive channels on VOD platforms, and winner of AFDESI International ITV Awards 2007, has partnered with Rogers Cable for the launch of its licensed TV properties.. The Video-On-Demand (VOD) content for the initial launch offers a part of PUFF™ TV's extensive and exclusive catalog, which includes international brands such as 'Jay Jay The Jet Plane™' and 'VIPO the Flying Dog'; all available through Rogers' On Demand service in the "Kids & Family" section. Additional content will be added in due course and will include award-winning TV series such as 'Baby Genius®', 'Little Fables' and 'Smarttoonz™'.

"This launch is a strategic milestone in our global distribution efforts and an addition to our worldwide exposure." noted Erez Lahav, VP Business Development of Puff TV. "We look forward to strengthening our relationship with Rogers and extending our offering to its fullest capabilities utilizing the VOD environment".

"Rogers offers the best in family entertainment to its customers and the addition of Puff TV's excellent children's shows On Demand, further reinforces this," said David Purdy, Vice-President of Video Product Management for Rogers Cable. "On Demand is unique to Rogers and allows our valued customers to enjoy diverse programming – including 'Jay Jay' and VIPO' - conveniently and affordably." The On Demand service is available to Rogers PersonalTV customers with a digital box on channel 100. Customers can choose from a library of 5000 titles, giving them complete control to watch what they want, when they want it.

About Puff TV Ltd.

Founded in 2006, Puff TV is the **world's first iVOD (interactive VOD) TV channel for babies and preschool kids** and a leader in its niche. Puff TV recently won 1st prize at AFDESI International ITV awards 2007 in 'Entertainment & Games' category. With Puff™ TV, children and their parents can order on-demand TV shows and movies, play games designed especially to develop reading, problem-solving, math and creative abilities, listen to stories, and sing-along karaoke style favorite songs. The Puff™ TV concept is built by industry experts, children's psychologists and GUI specialists that have vast experience with pre-school children's curriculum and behavior.

For more information please visit <http://www.puff-tv.com>
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