



PUFF™ TV Launches Pre-School Video-On-Demand Offering With Belgium's Telenet Digital Cable

Mechelen & Tel Aviv, 20.08.2007 – PUFF™ TV Ltd., the operator of pre-school interactive channel on VOD platform has partnered with Telenet for the launch of its licensed TV properties. The 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™', 'Little Fables', 'Smartoonz™' and 'VIPO the Flying Dog'; all available through Telenet's Kids à la carte VOD environment and dubbed to the region's Flemish language. Additional content will be added in due course and will include award-winning TV series such as 'Baby Genius®'.

"This launch is a strategic milestone in our global distribution efforts and an addition to our worldwide exposure." noted Yuval Eyal, Co-Founder and CEO of Puff TV. "We look forward to strengthen our relationship with Telenet and extend our offering to our full thrust of capabilities utilizing the VOD environment".

"Children's programming is one of the most popular VOD categories, and now Telenet is offering them even more of the programs they enjoy anytime they want." Says Anouk Mertens VP Media at Telenet. "By including additional pre-school content, our offering is complete and offers something for all ages, making Kids à la carte on Telenet Digital TV the ultimate destination for children and their families"

About Puff TV Ltd.

Founded in 2005, Puff TV is the **world's first iVOD** (interactive VOD) **TV channel for babies and pre-school children** and a leader in its niche. With Puff™, 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™ 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>

About Telenet

Telenet is a leading provider of media and telecommunication services. Its business comprises the provision of cable television, high speed internet and fixed and mobile telephony services, primarily to residential customers in Flanders and Brussels. In addition, Telenet offers services to business customers across Belgium under the brand Telenet Solutions. Telenet is listed on the Euronext Brussels Stock Exchange under the ticker symbol TNET. <http://www.telenet.be>