



## **TAG NETWORKS GAMES-ON-DEMAND NETWORK TAPS JEFFERY D. DUNN FOR ITS BOARD OF DIRECTORS**

### **Former Nickelodeon Networks Group COO Joins the Board of the Innovative TV Network Set to Launch in Early 2007**

Mountain View, CA – December 11, 2006 – TAG Networks (formerly “TVHead”), the pioneering company set to launch an innovative, massively deployable, casual games-on-demand television network early next year, has added another prominent name to its Board of Directors. Former COO of Nickelodeon Networks Group and President of Nickelodeon Film and Enterprises, Jeffery D. Dunn has joined its Board and will be an active member in the network’s ongoing development. The announcement was made by TAG Networks founder and CEO Sangita Verma.

"Jeff has been instrumental in the success of some of the most prominent and influential entertainment brands in recent history," said Ms. Verma. "His decision to join our Board comes at a very critical time in our development and bodes well for the future success of TAG Networks."

TAG Networks has ramped up its programming and distribution strategies since it first released details of the forthcoming launch of its unique games-on-demand network. The service, which provides a compelling, high-quality casual games experience to viewers, opens new revenue streams for cable and IPTV operators without further capital investment by utilizing existing video-on-demand (VOD) infrastructures. The company has since announced new funding and licensing deals as investors and partners have recognized TAG Networks’ strength as a valuable content offering.

"There are millions of casual gamers on the Internet. TAG Networks will be the first to bring that experience to television," commented Mr. Dunn. "Now gamers will be able to get a really high-quality, easy-to-use, big-screen experience with just a click of their remote control. TAG Networks will open up a whole new television experience. It will be exciting for both consumers and operators and I am energized to be a part of this breakthrough service."

## Jeff Dunn Joins TAG Networks Board – cont/page 2

Jeff Dunn most recently served as Chief Operating Officer of the Nickelodeon Networks group and as the President of Nickelodeon Film and Enterprises. During his more than 12 years at Nickelodeon, Mr. Dunn's business acumen and strategic thinking helped establish the group as one of the most profitable business units in all of the entertainment industry. He began his career with *Time* Magazine, serving in a variety of marketing and general management positions. Mr. Dunn, who graduated with honors from Harvard College, received his MBA degree from the Harvard Graduate School of Business Administration.

Also on the TAG Networks Board of Directors are Brian Dougherty, former Chairman and Chief Technology Officer of Wink Communications and a 25-year veteran of the high-tech industry, and James Whims, a Managing Partner of TechFund and former Executive Vice President of Sony Computer Entertainment. Mr. Whims is also serves as the Board's Executive Director.

### **About TAG Networks**

Founded in May 2003 at TVHead, TAG Networks is a premier games-on-demand TV network that brings high-quality casual games to broad television audiences. The TAG Games-On-Demand Network seamlessly integrates into existing VOD infrastructures, creating the nation's first massively deployable games channel for cable and IPTV. Its programming lineup features blockbuster brands and classic favorites in a multitude of genres—puzzle, cards, word, trivia, action, sports, and kids games—that appeal to everyone. The Network also supports rich community features and multi-device interaction. TAG Networks' revolutionary delivery model provides incredible scalability and ease of functionality. More importantly, with video game revenues far exceeding Hollywood's box office, TAG Networks enables cable and IPTV operators to capitalize on the revenue from America's 60 million gaming households.

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