



TAG NETWORKS RAMPS UP ITS GAMES-ON-DEMAND NETWORK, OFFERING CABLE OPERATORS AN OPPORTUNITY TO WIN BACK GAMERS

Formerly “TVHead”, TAG Networks Brings Game Content and Interactivity to the TV Via “TAG” – A Stand-Alone VOD Channel

Mountain View, CA – January 30, 2007 – In anticipation of the launch of its games-on-demand television network **TAG**, TVHead is announcing that it has changed its corporate name to **TAG Networks**. TAG, an acronym for “Television and Games,” is an innovative, massively deployable, games-on-demand television network. TAG offers an extensive library of content that delivers a high-quality, interactive, casual games experience, which aims to bring casual gamers back to their TVs and their cable systems.

“Where we differ from what operators have seen previously is that we are not merely a games application. We are stand-alone network with compelling, interactive programming. We wanted our company name to reflect that,” said Sangita Verma, Founder and CEO, TAG Networks. “Cable is losing subscribers to games every day. By adding a network like TAG to their VOD lineup, operators can keep their customers in front of the TV, monetize games and build customer loyalty.”

TAG Networks opens new revenue streams for cable and IPTV operators without further capital investment by utilizing existing video-on-demand infrastructures. With TAG, gamers of all ages enjoy a high-quality, easy-to-use, big-screen games experience by simply using their remote control.

TAG is focused on delivering games that appeal to a wide demographic audience – from kids to grandparents. Only TAG lets players enjoy the timeless appeal of blockbuster brand-name games like Tetris®, Space Invaders®, Battleship®, Risk®, Barney™, and Thomas and Friends™, as well as popular online games including Bejeweled™, Diner Dash™, and Bookworm™. Texas Hold ‘Em, Solitaire and Sudoku are also big favorites. TAG Networks not only acquires the rights to favorite game brands, it also develops new games based on popular TV and movie brands so subscribers will have a vast array of exciting new games to choose from as well.

TAG will be available to subscribers both as an ad-supported, free VOD channel and as a SVOD service. TAG is set for Q1 trials with the first official deployment anticipated for early 2Q. The official TAG website – www.playtag.com – will be revealing the TAG experience over the coming weeks with full content and information on the channel becoming available in early April.

In addition to Ms. Verma, the TAG Networks management team consists of Robert Craig, Chief Creative Officer and Cliff Mercer, Chief Technology Officer. Members of the TAG Networks Board of Directors include Jeff Dunn, former Chief Operating Officer of Nickelodeon Networks; 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, TAG Networks is launching a premier games-on-demand TV network called "TAG" that brings high-quality casual games to broad television audiences. TAG 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. For more information, visit www.playtag.com.

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