



**News Release
For Immediate Release**

**BABELGUM COMMISSIONS FIRST FILM FROM ITS
DIGITAL STUDIO INITIATIVE***

*Film to uncover the story of the threatened environment of
the Athabasca Oil Sands region of Alberta, Canada*

London 7th April 2008: Babelgum, the free, interactive, alternative TV-quality Internet platform, today announces the commission of the first film from its digital studio initiative to be shown within the Nature and Conservation Community. The film will highlight the tension between the aboriginal people of northern Alberta and the controversial technology trying to harness the vast natural resources of the Athabasca Oil Sands region. Over 80 minutes long, the film will be released in 15-20 minute sections and will be revisited after completion as part of Babelgum's focus on 'living documentaries'.

The film is being produced by Insomnia Media Group, Emmy-award winning producer Philip Alberstat and Emmy-nominee Randy Bradshaw and will be directed by the Oscar-nominated director, Leslie Iwerks, a third generation filmmaker from a two-time Oscar winning family.

Mark Cranwell, Director of Content at Babelgum comments, "This documentary represents several firsts for Babelgum. It is the first high profile program for our Nature and Conservation Community which is intended to raise awareness of major environmental issues. It is our first original production that serves as beacon programming to complement our library of licensed programs. And finally, it is our first effort to demonstrate the initial and ongoing value of programs released first, and exclusively, on the internet. It challenges the traditional way of windowing content and we are extremely excited and hope that this is the first of many original productions for Babelgum."

Philip Alberstat, producer and Chief Operating Officer of Insomnia Media Group says "The documentary will be a beautiful yet haunting journey into the heart of the Athabasca river region. It is so refreshing to be working with an innovative business which is willing to invest in high quality, new and original content."

Director Leslie Iwerks, observes "Currently shooting up here in Ft. McMurray, we are witnessing a modern day gold rush of epic proportions. The lure of great wealth through oil is bringing to the fore a vast array of environmental, political, aboriginal and social issues within a small community unprepared and bursting at the seams. With Canada the second largest producer of oil outside of Saudia Arabia, we are documenting the Canadian Oil boom up close and personal and its multifaceted impact upon the people of this area and the world."

The film, the first to come from Babelgum's €10m (\$15.4m) fund will include interviews with politicians, industrial leaders, local aboriginal leaders, oil sand workers, residents and environmentalists. Together, they will expose the dramatic story behind one of the world's largest but relatively unknown oil reserves, a reserve becoming ever more critical on the world stage.

*In March 2008, Babelgum announced a Digital Studio Initiative with a €10 million (\$15.4 million) fund to invest in new, original and exclusive content.

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About Babelgum

Babelgum is a new interactive web TV portal. Babelgum uses peer-to-peer technology to provide the immersive viewing experience and picture quality of traditional TV combined with the interactivity and personalization enabled by the Internet.

Babelgum allows users to enjoy free, on-demand and personalized channels, using both niche and mainstream content to satisfy individuals' needs for tailored entertainment. Instead of user-generated clips, it features only professionally produced content spanning film, news, sports, documentaries, music videos, concerts, lifestyle and trends, animation and scripted programs.

Babelgum provides independent content owners with a protected platform on which to gain global exposure of their work and a unique model to monetise their content online. Babelgum's content partners include 3DD, the Associated Press, Shine Limited, BBC Motion Gallery, Reuters, Entertainment Rights, Gong Anime, IMG, Ministry of Sound TV, Zed and Off the Fence, among others.

Founded in 2005, Babelgum is a privately held company, with headquarters in Ireland and offices in the U.K., France, Italy and soon the U.S.

www.babelgum.com