



2UP Gaming Plc.
(UK Company No.7501485)

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NEWS RELEASE

Streamark to provide its Live-streaming Technology to Ditto TV

Streamark is pleased to announce that they have signed a contract with India's first OTT TV platform Ditto TV ("Ditto TV") to Licence its leading edge Live Streaming Technology. This collaboration will further drive the Streamark Global expansion.

Streamark's will provide a worldwide TV service over the Internet by providing live content sourcing, and live feed processing along with on demand content of TV shows and movies for delivery to all internet devices including: phones, smartphones and tablets (Android, IOS, Windows Phone), desktop computers (Windows, Linux, Mac OS) and set-top-boxes.

The alliance with Streamark starting with a few selected potential markets consolidates Ditto TV's efforts in offering richer product experience and enhanced features for developed markets. Ditto TV currently offers about 150 Live TV channels and over 20,000 hours of premium VOD content. Launched in February 2012, Ditto TV is an offering from ZEE Entertainment Enterprises Limited India's leading television media and entertainment companies. It is amongst the largest producers and aggregators of Hindi programming in the world serving Indian content to 730 million viewers across 169 countries.

As part of its commitment to innovation and excellent customer service Ditto TV will use the Streamark live streaming platform to offer its TV channels and video on demand (VOD) to its Global audience.

About 2Up

2Up Gaming PLC (GXG: 2GM), UK Company No. 7501485, is a UK based publicly listed company, which is a provider of leisure and entertainment products.

About Zee Entertainment Enterprises Limited

Zee Entertainment Enterprises Limited is a Company incorporated under the laws of India (NSE: ZEEL), (Website: www.zeetelevision.com). Zee and its affiliate companies have leading presence across the media value chain including television broadcasting, cable distribution, direct-to-home satellite services, digital media and print media etc.

About Streamark (Website: www.streamark.com)

Streamark Limited, (UK Company No. 0746 2550), develops applications based on streaming video, tracking and communications technologies for mobile telecom operators, TV network and cable operators and hardware manufacturers. Streamark's unique live video streaming technology can be used across a wide range of handsets such as Apple, Android, Symbian, Blackberry and WinMobile, running on mobile bandwidths EDGE, GPRS to 3G and 4G. Media

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