

## Spectra Gives Airline Distribution to Skeye Inflight Entertainment

Spectra International Distribution (SID) is pleased to announce that its catalogue of broadcasting programs will be distributed by Skeye Inflight Entertainment. This decision was made with the intent to increase business to the airline market. With the increase of in-seat video in economy class, video on demand (VOD) and the growing number of long-haul flights, airlines increasingly require content. In Canada, Skeye is the only distributor that focuses exclusively on the airline market.

“Spectra’s catalogue is fantastic for airlines,” enthused Isabelle Bégin, founding President of Skeye. “Concerts like those of *Diana Krall* and *Paul Anka*, as well as shows like *Cirque du Soleil*’s and *Montreal International Jazz Festival*’s *Midnight Sun*, *Nomade* and *Cirque Orchestra* will interest airlines because they are beautiful and unique, and they transcend the language barrier.”

Skeye Inflight Entertainment, Inc., concentrates strictly on the airline market. In addition to Spectra, Skeye holds the distribution rights to a large number of IMAX films, gastronomic series, documentaries, comedies, and

several other entertaining programs.



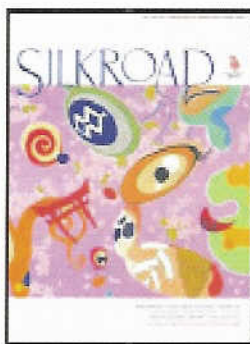
## BBC World Voted the Leading TV Channel for Travelers

BBC World has been named as the Leading TV Channel for Travelers at the 12th Annual World Travel Awards. A total of 110,000 travel agents around the world were invited to nominate their favorite TV channel, as part of an awards ceremony that was established “to acknowledge, reward, and celebrate the enormous achievements to be found in all sectors of the global travel industry.”

BBC World, the BBC’s international news and information channel, received the most votes, and its director of airtime sales, Jonathan Howlett, collected the award at the Royal Opera House in London. Jonathan said: “It’s a great honor to be chosen by the travel industry as the leading channel for those on the move. Through our comprehensive news and business bulletins, and our weekly travel news program *FASTTRACK*, we keep global travelers fully briefed on the issues that affect them. It’s great to see that, in return, the industry acknowledges BBC World as a trusted, reliable, and balanced source of news and information.”

The award follows the publication in May of the *International Air Travelers Survey [IATS]*, which found that BBC World was the favorite news channel and most trusted international news channel among travelers, who considered it to have greater in-depth analysis than its competitors.

## Emphasis Titles Triumph at the 17th Hong Kong Print Awards



Two inflight magazines produced by Emphasis Media Limited have won awards under the Magazine Printing – Not For Sale category in the 17th Hong Kong Print Awards. Dragonair’s *Silkroad* magazine was presented with the Champion Award and Cathay Pacific’s inflight shopping guide *Discover The Shop* received the Award of Merit.

The Hong Kong Print Awards is one of the most prestigious competitions for the printing and publishing industry in Asia. This annual competition is jointly organized by the Graphic Arts Association of Hong Kong, the Hong Kong Publishing Professionals Society, the Hong Kong Trade Development Council, and the Hong Kong Leisure and Cultural Services

Department, and co-organised by the Hong Kong Productivity Council.

This competition aims to enhance technology advancement and innovation in printing and publishing production, to foster effective networking within the industry, and to demonstrate the excellent quality of Hong Kong’s printed products. An award presentation ceremony was held on 5 December 2005 in the Sheraton Hotel Hong Kong.

“We are delighted that our magazines have won two awards in this important competition. It shows the outstanding print publishing quality of the magazines we produce,” says Jimmy Tse, Production Director at Emphasis Media.

## Kuwait Airways Signs With Inflight Productions

Kuwait Airways has appointed a new supplier for its on-board entertainment. In a three-year deal, Inflight Productions is partnering with Kuwait-based Al-Ruppia to provide audio and video programming as well as Arabic and Hindi movie and duplication services. Waleed Al-Hooty, Kuwait Airways Assistant Director of Inflight Services, commented, “We are delighted to be teaming up with IFP and Al-Ruppia and look forward to a close working relationship that will result in a significant improvement in the programming we offer our passengers.”

New programming appears on Kuwait Airways beginning January 2006.