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Interact-TV names new CEO

Westminster, CO, August 7, 2006 – Interact-TV™ (OTC:ITVI - News), a leading developer of Linux-based home entertainment servers, named George Merrick to succeed Ken Fuhrman as CEO.

Ken Fuhrman will remain Interact-TV's Chairman of the Board and CTO. "I am excited to have George as a part of the team at Interact-TV. George brings the necessary business experience and technology background to take Interact-TV to the next level." said Ken Fuhrman.

Merrick has over 26 years experience in high technology companies including Professional Audio and Video, Computer Graphics, and various other Communications Technologies. His career began with more than 20 years at Ampex Corp., eventually becoming Executive Vice President after heading key operating subsidiaries as well as Worldwide Marketing and Sales.

Over the past decade, Merrick has been the CEO of various companies including Dynatech Corporation's Visualization Technologies Group; Advanced Rendering Technology Ltd (ART), a Cambridge UK start up that designed proprietary ASIC's and software for sophisticated 3D graphics applications; Com21 Inc, a NASDAQ traded public company and premier supplier of broadband systems (headends, modems, and software) for the cable industry worldwide.

"I am very excited to be joining Interact-TV at a time when the market for Digital Media Servers is poised for tremendous growth. Most market analysts forecast this market will grow nearly ten fold to \$ 40 Billion by 2010." said Merrick. "With its full-featured Linux Media Center software platform, and attractive price/performance hardware platforms, Interact-TV is well positioned to become a significant player in this rapidly developing market."

About Interact-TV Inc.

Interact-TV Inc. designs innovative Linux Media Center products that empower the digital entertainment experience, creating an easy way to organize, share and enjoy ever-expanding libraries of movies, music and photos. The complete Telly product line is available directly from the manufacturer's online store at <http://www.buyatelly.com> and from a growing network of dealers throughout North America.

Headquarters for Interact-TV are in Westminster, Colorado. More information can be found at www.interact-tv.com.

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