

## **MEDIAX APPROVED FOR LISTING ON FRANKFURT STOCK EXCHANGE**

### **Listing Complements MediaX's Global Expansion Plan**

Culver City, California, September 7 - MediaX Corporation (OTC Bulletin Board: MXMX), the award-winning developer of new media content for entertainment companies, the Internet and interactive satellite channels, today announced it has received approval for listing on the Third Market Segment Of The Frankfurt Stock Exchange and will be embarking on its first major European Investor Relations program. The company's shares are slated to start trading today under the symbol "XMX" and German securities code (Wertpapierkennnummer) 918 444. The Geneva Group/TeamWork Kommunikations GmbH facilitated the European listing and will also provide the European investor relations services to the Company.

Rainer Poertner, chairman of MediaX, said, "I believe the timing for the Frankfurt listing coupled with the investor relations program in Europe is an opportunity to boost our status as a true global player. Being on the German exchange is part of our company's overall international strategy to attract European media interest and to take advantage of the synergistic opportunities in a changing global environment. The company plans to introduce its content directly into this investment community via a road show in Germany in the near future." Other companies that have listed on German Stock Exchanges include Amazon.com, AOL, Dell, Yahoo, U.S. Wireless Corp., Sun Microsystems, Ebay and AT&T.

The Geneva Group. & TeamWork Kommunikations GmbH, a U.S./German-based investor relations firm, concentrates on emerging growth situations and companies with outstanding technologies in IT-solutions, software, biotech, Internet and entertainment related businesses. Michael Bardaky, president of Geneva/TeamWork commented, "MediaX is at the forefront of the Internet's revolutionary turn toward content and enjoys having particularly impressive strategic alliances with giants like: Microsoft, RealNetworks, Broadcast.com, MP3, AOL, EchoStar and Web-TV." The company's key strategy is the convergence of high quality, proven entertainment models with merchandising, e-commerce, and broadband/satellite broadcasting systems.

The MediaX team has created award-winning Internet entertainment sites (hubs); and established amuZnet.com, an entertainment destination site and retail portal, with over 300,000 different titles of music, video and DVD. The company continues to attract and forge relationships with: AOL, Broadcast.Com, EchoStar, Infoseek, Liquid Audio, MTV, Microsoft, RealNetworks, VH1, Yahoo! and others. In addition, MediaX is initiating an aggressive acquisition strategy to complement its existing core business.

## **:: About MediaX Networks**

Founded in 1996, MediaX Corporation ([www.mediax.com](http://www.mediax.com)) is an award-winning developer of new media content for the Internet, entertainment companies and interactive satellite channels. MediaX's network of entertainment-based web sites include <http://www.rodstewartlive.com>, <http://www.jbirdrecords.com>, <http://www.Divinemusik.com>, <http://www.EYCLive.com> and its <http://www.amuZnet.com> serves as an entertainment/e-commerce web site with more than 300,000 CD's, DVD's and home videos. The company recently entered into an agreement with the EchoStar interactive satellite system to broadcast amuZnet.com into more than 2.8 million homes.

## **:: About The Geneva Group/TeamWork**

The Geneva Group, Inc and TeamWork Kommunikatons GmbH is a U.S./German-based investment banking and investor relations firm that has been offering its clients a wide range of financial services and IR strategies exclusively in Europe. With offices in Miami, Florida USA and Hamburg Germany, The Geneva Group implements global strategies, supportive activities, and tailor made investor relation programs to give newly listed companies the same corporate image and support as in the US markets.

This press release contains forward-looking statements. The words "estimate", "possible" and "seeking" and similar expressions identify forward-looking statements, which speak only as to the date of the statement was made. The Company undertakes no obligation to publicly update or revise

any forward-looking statements, whether because of new information, future events or otherwise. Forward-looking statements are inherently subject to risks and uncertainties, some of which cannot be predicted, or quantified. Future events and actual results could differ materially from those set forth

in, contemplated by, or underlying the forward-looking statements. The risks and uncertainties to which forward-looking statements are subject include, but are not limited to, the effect of government regulation, competition and other material risks.

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## **:: RECENT EVENTS**

July 14, 1999 -- MediaX partnered with Paul McCartney and MPL Communications announced the launch of the second phase of the Paul McCartney "Band On The Run" Internet campaign which began June 22, 1999. As part of the arrangement, MediaX will design, produce and oversee all on and off-line activities related to the event, which will be housed on MediaX's amuZnet.com. The campaign, aptly named "Fans On the Run," is planned to continue throughout the summer months and is being done in coordination with the release of the special Silver Anniversary Edition of Band On The Run the hit #1 on the Billboard Catalogue Chart upon its release this past March.

June 11, 1999 -- MediaX announced today the launch of streaming media and downloadable content using Microsoft's (Nasdaq: MSFT) Windows Media Technologies. The use of the Microsoft Technologies audio codec (code named MS Audio) and Rights Manager technology will significantly improve the audio quality of downloadable and streamed media available on all MediaX sites. The alliance also provides MediaX placement on Microsoft Corp.'s highly trafficked WindowsMedia.com page to promote MediaX web related events and promotions.

April 29, 1999 -- MediaX announced it has signed an agreement with Adsmart, an online advertising network comprised of more than 200 Web sites, to sell advertising on MediaX's network of entertainment and e-commerce based Web sites. A majority-owned subsidiary of CMG Info Svc (Nasdaq: CMGI), Adsmart will be the exclusive sales force for all MediaX Corporation holdings, including its MediaX entertainment network (launching fall of 1999 -- EchoStar) and e-commerce Web site amuZnet.com., with effective marketing opportunities designed to create a new advertising revenue stream.

April 19, 1999 -- MediaX and EchoStar (Nasdaq: DISH) announced an interactive television broadcast agreement. This broadband interactive satellite channel -- scheduled to debut winter 1999 -- will deliver programming and online purchasing from MediaX's wide spectrum of entertainment interests, 24 hours a day. Content is delivered to both PC's and TV sets. Simultaneously, online purchases are seamlessly linked to MediaX's amuZnet.com, accessible by a click of the mouse and/or TV remote control. The agreement also provides revenue generators for MediaX through sharing in EchoStar's 2.8 million subscriber base and advertising.

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