

PRESS RELEASE

Biznet Launches max3 Platform

23 May 2012, Bali - Indonesia – Asia Pacific Media Forum (APMF) will be held in Indonesia, by bringing *“Decisive Moment Forward”* as the theme for 2012. APMF 2012 will be held on 23-26 May 2012 at the BICC, Westin Nusa Dua, Bali. Similar to the previous years, this year’s event will be the gathering event of professionals in media industry from all over Asia Pacific, to discuss and share information about the latest trends and development of media industry nowadays. The main agenda includes the impact of the fast-growing digital media technology, the latest media business models, media measurement methods, and characters of consumers.

Due to the fast-growth of digital media technology, at APMF 2012, Biznet is going to launch max3 platform, the next generation media platform that able to deliver Broadband Internet service up to 100 Mbps and Cable TV service up to 300 channels in HD quality. By using the latest Hybrid Fiber Coaxial (HFC) technology, max3 can deliver fast Internet connection and high-quality HD contents for all family members.

“max3 will provide high quality entertainment for family. By using the latest technology and reliable service, we are confident that max3 will be the choice for all families to enjoy complete entertainment and educative for all family members,” said Adi Kusma, President Director of Biznet Networks, who is also one of the speakers at APMF 2012.

“We hope max3 can be the selected advertising platform for our Media Agency partners who target family segment. max3 channels program (max3 kids HD and max3 lifestyle HD) can be accessed via max3 Cable TV service as well as thru real time streaming using iPhone/iPod/iPad, Android and Computer,” added Adi.

max3 service will be officially launched on 1 July 2012, at this moment the service will be available for retail segment (housing and apartment) in Jakarta area. Development for other cities is currently in design stage. “With Broadband Internet service up to 100 Mbps and Cable TV program up to 300 HD channels, max3 will take family entertainment to the next level,” said Adi.

About max3

max3 is a Broadband Internet service with BONUS Premium Cable TV service for residential user, provided by Biznet Networks and Biznet Multimedia.

About Biznet

Biznet Networks is one of the leading telecommunication and multimedia providers in Indonesia, providing superior network performance, attractive contents, friendly customer care and innovative services using the latest technology. For more information about the company and services, please visit www.biznetnetworks.com.

About APMF

Asia Pacific Media Forum (APMF) is a not-for-profit event for professionals involved in marketing and advertising media. Every two years, APMF holds an event that sparks the advancement of media knowledge in Asia Pacific. It highlights trends on advertising media and consumer speed of

adoption as well as their impact on business models and media measurements for advertisers and creative agencies.

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