



Gist Communications and Etronica to Showcase Personalized Recommendation Technology For Digital Television

Interest-Based Navigation for Electronic Programming Guides To Be Featured on Gist.com

New York City, September 10, 2002 -- Gist Communications, the leading independent developer of electronic program guides and related applications, and Etronica, a pioneer of interest-based-navigation for digital content, have announced a partnership to showcase applications that allow viewers to quickly find programs that match their areas of interest.

For example, a fan of "CSI" can use Etronica's point-and-click interface to see crime show listings or other programs about forensic science. A viewer of "Friends" can access lists of other popular situation comedies or programming starring Jennifer Aniston. Viewers can also use an extensive, easy-to-use, category system to quickly find shows within a specific "sub-genre."

This expanded capability enhances the value and customer appeal of the onscreen guides, and offers a competitive advantage over services that provide only traditional "scroll-and-wait" program listings. The technology also facilitates the targeting of advertising and commerce to viewers with a particular interest. For example, with Etronica technology, a company selling pet foods can efficiently focus ad campaigns solely on households with pets.

The partnership's first result is deployment of Etronica's technology on Gist.com, a top-trafficked Web site for television listing information and news. With over 4.6 million registered users, Gist.com provides a real-world test of consumer interest in this new, powerful search and recommendation capability.

The companies will also explore opportunities to use Etronica's applications to enhance Gist's digital television products - including EPGs and other applications which are currently being deployed by cable and satellite operators.

A Gist program guide that has been "Etronica Enabled™" provides easy-to-use, multi-dimensional search capabilities with access to thousands of titles and descriptions of TV programs, for a richer entertainment experience. Etronica's proprietary system for categorizing and tagging TV program listings goes far beyond the simple genre categories now used by other EPGs to group programs.

Jim Cantalini, Gist's President and CEO, said, "We are very excited about working with Etronica to explore ways to maximize the effectiveness of Gist's EPGs for viewers and television service providers. Etronica's recommendation technology is an intuitive and ingenious way for viewers to find what they want to watch among the many available programming choices. I look forward to the results of this consumer test, and finding ways to continue making Gist's EPGs the best in the business."

Jim Saake, CEO of Etronica, said, "Gist is a great partner for Etronica. Our software toolset is a perfect compliment to their core guide business. Together we look forward to creating really exciting products that will change the way people interact with entertainment-related content. "At the same

time,” Saake added, “we will be creating powerful new ways for advertisers to reach their target markets.”

About Gist

Gist Communications (www.gist.com/us) is the leading independent developer of electronic programming guides (EPGs) and related applications. Gist licenses and deploys its personalizable and customizable applications for use on multiple iTV platforms and distribution channels around the world. The company’s product portfolio includes various types of EPGs, the on-screen television magazine known as TVMag and guides for video on-demand (VOD) systems. TVMag has been deployed with the Digeo Basic iTV service. Gist was founded in 1996 to serve television viewers with personalizable guides to home entertainment. It was the first company to create personalizable interactive TV listings, to deploy online listings for every cable system in the United States and to deliver custom listings over the web into a TV set-top box. Gist has offices in New York City and Berlin.

About Etronica

Etronica Corporation (www.etronica.com), based in Los Angeles, is a privately held company funded by the Tech Coast Angels and other venture investors. The company’s Content Metatagging™ and Brilliant Query™ technologies were developed for commercial CD-ROMs and Web applications, such as digitized encyclopedias. It has extended these proven technologies to provide advanced programming search, navigation and personalization features for the interactive television industry. Etronica’s technology is also deployed in browser-based knowledge-management applications.