

Turner Network Television and WildTangent Announce Witchblade: The Game at E3 Expo 2002

*WildTangent and TNT Unite with Subaru, MCI's 1-800-Collect and Gateway to Extend TNT's Popular
Witchblade Television Series*

LOS ANGELES, CA, May 20, 2002 - As a prelude to the launch of the highly-anticipated second season of Witchblade on June 16, Turner Network Television (TNT) will offer a sneak peek of Witchblade: The Game May 22-24 at the E3 Expo 2002, Room 501C, West Hall, Level 2, in the Los Angeles Convention Center. A Web-based interactive game produced by TNT and WildTangent, the pioneer of Broadcast Games™, Witchblade: The Game is based on TNT's hit original drama series which tells the story of Sara Pezzini, a New York City detective, who solves the police force's toughest crimes each week with the ultimate crime fighting weapon, the Witchblade. Witchblade, starring Yancy Butler, is produced by Top Cow Productions, Inc. and Halsted Pictures in association with Warner Bros. Television.

Turner Broadcasting and TNT are at the forefront of a movement by cable programmers to create interactive games tied to programming. For Witchblade: The Game, Turner's sales organization secured top advertisers Subaru, MCI's 1-800-Collect and Gateway for cross-media sponsorship packages; combining on-air spots with in-game placements. TNT is expanding the show's footprint and its business model into the interactive space. Witchblade: The Game goes live in June at www.tnt.tv with strong additional distribution on AOL properties, including AOL Games and Winamp.

"Witchblade's huge online fan base gives us opportunities to break new ground by creating new content and providing an extension to advertisers," said Scot Safon, senior vice president of marketing for TNT. "TNT is extremely pleased with WildTangent's suspenseful and entertaining game - it stays faithful to the show's original vision and delivers a great game experience."

"The game is a wonderful marketing tool for the show, as well as a powerful way for Turner to close larger, more meaningful deals with some of its best advertisers," said Dave Madden, executive vice president of sales and marketing for WildTangent. "By taking advantage of WildTangent's Web Driver™ technology, TNT was provided with a compelling, high quality game developed in under six months."

Witchblade: The Game takes its user through a hunt for villains, the discovery of puzzling clues and the rescue of Sara's partner. To help Sara overcome challenges at each level, the Witchblade provides her with clairvoyant flashes, a gauntlet for defense moves and a blade for combat.

About Witchblade Witchblade, watched by an average of six-million viewers weekly during its 11-week run last summer, returns Sunday, June 16, at 8 p.m. ET/PT, with a special two-hour premiere. New weekly episodes will be shown on Mondays starting June 17 at 9 p.m. ET/PT. Ralph Hemecker

(Millennium, The X-Files) serves as executive producer, along with Dan Halsted (Any Given Sunday, The Virgin Suicides) executive-producing for Halsted Pictures and Marc Silvestri executive-producing for Top Cow Productions.

About TNT Turner Network Television (TNT), currently seen in 86.2 million homes, is Turner Broadcasting System, Inc.'s 24-hour advertiser-supported service offering dramatic movie, series and championship sports entertainment. TNT's drama-centered programming features award-winning original films; top Hollywood theatricals; original drama series such as Witchblade joining off-net dramas such as Law & Order, ER, NYPD Blue and Charmed with Judging Amy joining in 2003; and championship sports coverage of NASCAR, Wimbledon tennis, PGA golf and the NBA.

Turner Broadcasting System, Inc., an AOL Time Warner company, is a major producer of news and entertainment product around the world and the leading provider of programming for the basic cable industry.