



IPX Entertainment To Sponsor Mars Analog Expedition Beta

SpaceChannel.TV To Showcase Documentary In 2006

For Immediate Release

TORONTO/EWORLDWIRE/Jan. 3, 2006 --- IPX Entertainment, Inc. (IPXN) today announced that it will sponsor the Mars Society of Canada's (MSC) next research and training mission to the Mars Desert Research Station (MDRS).

"We will be sponsoring MSC's Expedition Beta and filming a documentary about it to be showcased on our internet television station SpaceChannel.TV this summer, along with other programming we are developing to launch our channel," said IPXN's President Rocky Persaud. "ExBeta crewmember Andre Dunford will be producing the documentary, in addition to conducting his own research and training as a crewmember. We'll be making the film available for download through SpaceChannel.TV to all subscribers who purchase minutes or choose to watch ads that will earn them credit on their accounts. This documentary will be showing the world an example of one type of programming SpaceChannel.TV will be offering, as well as the kind of important research MSC is doing to help get humanity to Mars."

SpaceChannel.TV is a service being created by IPX Entertainment, Inc., to be made available to subscribers in the fall of 2006 with a wealth of new encrypted, downloadable videos featuring original programming such as science fiction dramas, space-themed documentaries, space reality television shows and space sports.

The MDRS is a facility intended to support Mars analog field studies. A Mars analog is any environment that has features similar to what is found on Mars (in terms of geology and topography). MDRS is one of a series of stations offering researchers the opportunity to carry out their work in a remote, Mars-like environment to better understand how people will be able to live and work effectively on the Red Planet.

"Expedition Beta will be a training and research mission, held at the Mars Desert Research Station (MDRS) in Utah," said MSC President and Expedition Beta Commander Melissa Battler.

"Expedition Beta will expose a selected group of researchers to a typical Mars analog working environment, and will cross-train participants in several exploration-related disciplines outside of their expertise through a series of hands-on workshops, and collaborative field research. Four research projects will be carried out, in the fields of psychology, geology, biology and energy utilization. Expedition Beta will be the second in a series of training missions, building on the success of 2004's Expedition Alpha to MDRS, and previous large-scale

research missions such as 2003's Expedition One to MDRS and 2004's Expedition Two to Arkaroola, Australia. Successful participants of the training series will have the opportunity to contribute to future large-scale expeditions being planned for the Canadian Arctic, Iceland, Australia and Chile's Atacama Desert, among other locations."

MSC is a space-advocacy group dedicated to promoting, within Canada, the exploration of Mars by implementing public-outreach programs, by lobbying governments and by carrying out its own scientific research and technical projects.

IPX Entertainment is a wholly owned subsidiary of Interplanetary Expeditions Inc. of Toronto.

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