



Intercept
MINERALS LTD
ABN 16 124 251 396

19 November 2014

ASX Limited
20 Bridge Street
Sydney NSW 2000

Via Electronic Lodgement

xTV to expand into the lucrative Chinese Market

HIGHLIGHTS

- **Strategic equity partner Inno Valley to drive xTV channels into the world's fastest growing market – China**
- **xTV and Inno Valley to setup a JV agreement for the Chinese market**
- **Inno Valley has invested US\$500,000 to date into xTV as an equity partner**
- **Inno Valley is China's most famous incubator and accelerator with a key focus on the mobile internet industry**

Please find attached a copy of a press release by xTV .

xTV has today announced that Chinese incubator and accelerator, Inno Valley, plans to establish a JV agreement to launch xTV network directly into the Chinese Market. This announcement follows the US\$500,000 investment by the Shenzhen based incubator into Silicon Valley based xTV in September this year.

Intercept Minerals Limited (ASX:IZM) has signed an Agreement and Plan of Merger to acquire 100% of the issued capital in US based digital technology company, xTV.

About Inno Valley

Inno Valley is China's most famous incubator and accelerator with a key focus on the TMT and mobile Internet industry. Inno Valley covers the founders of China's leading internet enterprises such as Tencent (HK listed 00700), 360 (Nasdaq listed QIHU), UCweb (acquired by Alibaba, listed BABA).

Any enquiries should be directed to the Company Secretary on +61 (08) 6380 2799

For and on behalf of the board

S Randazzo
Chairman
Intercept Minerals



Inno Valley Announces Plans to Establish xTV in China

Strategic equity partner to drive focus on world's fastest growing market

Redwood Shores, Calif. – November 17, 2014 – [Inno Valley](#), an incubator and accelerator, based in Shenzhen, China, today announced that following its US\$500,000 strategic equity stake in Silicon Valley based [xTV](#) it plans to establish a JV agreement to launch xTV directly into the Chinese Market.

“Our strategic equity stake in xTV was a very important first step in our plan to establish xTV in China”, said Bo Zhu, CEO at Inno Valley. “We have a substantial network of strategic partners in the TV and Internet sector which will greatly benefit xTV”, said Mr Zhu.

“This is a fabulous opportunity for xTV to expand the network into the Chinese market” said Joe Ward, CEO of xTV. “Bo and the team at Inno Valley will be working with myself and the xTV team to establish a subsidiary and management team in China within the coming months with a focus on enterprise media and publishers”.

The announcement follows on from UST-Global, Applabs and Inno Valley's recent \$2.7M combined investment into xTV and significantly supports xTV's path to go public on the Australian Securities Exchange in December this year.

USA
370 Bridge Parkway
Redwood Shores,
CA, 94065

AUSTRALIA
Suite 5, Level 1, 12-20 Railway Road, Subiaco, WA,
6008

www.xtv.net

Phone: +1 650 622 4011

xTV News: newsreader.xtvguide.com

About Inno Valley

Inno Valley is China's most prominent incubator and accelerator and is focused on the TMT and mobile Internet industry. Since inception, Inno Valley has partnered with some of China's leading internet enterprises such as Tencent (HK listed 00700), 360 (Nasdaq listed QIHU), UCweb (acquired by Alibaba, listed BABA). Inno Valley has also been involved with most active capitals such as Hina group (www.hinagroup.com.cn), China Renaissance Partners (www.chinarennaissance.com), etc.

About xTV

xTV is the Next Generation Media Network which delivers the platform to build your online TV.

Founded in 2011, the company's vision is to deliver any organisation with the capability to lower the cost of content production and multiply the consumption of their media by delivering a true, real-time, lean-back TV experience without the need to install new devices or applications.

Visit: xTV.net

Contact Joe Ward, CEO

joe.ward@xTV.net or +1 650 863 1450

Media Enquiries

Jane Morgan

+61 (0) 405 555 618

jane.morgan@sdir.com.au