



Intercept
MINERALS LTD
ABN 16 124 251 396

20 November 2014

ASX Limited
20 Bridge Street
Sydney NSW 2000

Via Electronic Lodgement

xTV, UST Global and Microsoft Alliance Agreement

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

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, which Intercept shareholders will vote on at a general meeting to be held on 3 December 2014.

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



xTV, UST Global and Microsoft Alliance Agreement

Go to Market Campaign to drive xTV and Microsoft Azure Adoption

REDMOND, Wash.--([BUSINESS WIRE](#))--xTV, UST Global and Microsoft today announced the commencement of new Go To Market campaign to help accelerate the adoption of cloud-based TV for the enterprise.

xTV is pioneering online TV networks and with the Alliance Agreement under way, the adoption of online TV for the enterprise is dramatically accelerated.

UST Global, an information technology solutions and services company for Global 1000 enterprises and xTV will partner to bring online TV to Fortune 1000 companies across the US. This is a strong synergy of xTV's technology and UST Global's scale to further boost the adoption and expansion of online TV.

xTV offers a real time platform for companies and individuals looking to integrate their social needs, custom built on their own online TV network. In one instantaneous feed, a personal or companywide .TV network will update tailored selections from Youtube, Twitter, news services, weather accounts and much more. Online TV is the next evolution of the 'website', and xTV is pioneering this evolution.

"The combination of xTV, UST Global and Microsoft is the perfect combination of complimentary offerings," said Joe Ward, CEO of xTV. "We are looking forward to helping online TV become their number one online marketing resource, all powered by Microsoft Azure."

"The simplicity and speed of the xTV platform are key assets for our users," said Dianne O'Brien, senior director of business development for Cloud & Enterprise, Microsoft. "In a matter of minutes, Microsoft Azure customers can now build online TV networks that offer real-time TV experiences, helping maximize efficiency without impacting the quality or collaborative flexibility of the user experience. The result is rapid deployment of streaming media assets in one place for their employees, customers, partners and investors."

"Enterprise Media is a tidal wave of new opportunity, evidenced by xTV's strong customers and partners such as Microsoft, Intel & AOL," said Tony Velleca CIO of UST. "We're looking forward to deploying xTV into many of our significant verticals and allowing xTV customers to tap into our 14,000 strong organizations to deploy any size online TV network."

About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services, devices and solutions that help people and businesses realize their full potential.

About UST Global

UST Global is a leading provider of end-to-end IT Services and Solutions for Global 1000 companies. Headquartered in Aliso Viejo, California, UST Global has operations in USA, India, Mexico, Spain, UK, Malaysia, Philippines, and Singapore. UST Global is a technology leader with profound domain expertise across the following industries: Healthcare & Insurance, Retail, Financial Services, Transportation & Logistics, Manufacturing & Automotive, Telecommunication and Media & Entertainment. By focusing on the business model of 'fewer CLIENTS, more ATTENTION', UST Global strives for excellence in providing their clients with the best service and commitment to long-term client success. With 14,000 employees, UST Global's growth and clientele have been impressive. Please visit www.ust-global.com for more information.

About xTV

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

Founded in 2011, the company's vision is to deliver any organization 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

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