



Electus Strikes Exclusive Development Deal with Popular Children's Brand ROBOTGALAXY® for TV & Film Projects

(February 15, 2010)---Ben Silverman's newly formed multimedia company Electus, an operating business of IAC (NASDAQ: IACI), and ROBOTGALAXY®, the revolutionary children's entertainment brand, have entered into an agreement whereby Electus will package, develop, distribute and produce original content based on the brand's likeness across a variety of platforms including television and film on a worldwide basis. In addition, Electus has joined forces with Charlie Walk's CWE Media who will serve as producer for all ROBOTGALAXY® projects.

ROBOTGALAXY®, founded in 2006, is a multifaceted children's entertainment concept based on the popular RobotGalaxy comic book series. Consisting of unique build-a-robot retail experience, a web-enabled toy and a virtual world, kids can assemble, program and activate their own robots while gaining exposure to and knowledge of science, mechanics, robotics, space exploration, computers, and other fields that fascinate them.

"To date, we are truly proud of what we have developed from our in-store build-a-robot experience to our web-enabled toys and virtual world, our creative partnership with Electus will now enable us to take our entertainment galaxy to the next level," says Ken Pilot, Chief Executive Officer of ROBOTGALAXY®.

"Being a kid at heart, developing the ROBOTGALAXY® toy brand into a high level entertainment concept for film and television is an exciting prospect." said Drew Buckley, COO of Electus. "We are thrilled to partner with ROBOTGALAXY®, a multifaceted brand that is at the forefront of next generation entertainment for kids."

About Electus

Electus is the first integrated multimedia company to unite producers, creators, advertisers and distributors under one roof and produce all forms of content for distribution across a variety of platforms around the world. Headed by Ben Silverman, in partnership with IAC, the company will connect advertisers, distributors and content creators early on in the development process, enabling marketers and advertisers to be a true partner in campaigns and content creation.

About IAC

IAC operates more than 50 leading and diversified Internet businesses across 30 countries... our mission is to harness the power of interactivity to make daily life easier and more productive for people all over the world. To view a full list of the companies of IAC please visit our website at www.iac.com.

ABOUT ROBOTGALAXY®

ROBOTGALAXY® is an interactive children's entertainment concept that combines a unique build-a-robot retail experience, a web-enabled toy, and a virtual world. The Company distributes its patented products through its own stores, select wholesale doors, and an e-store with a growing online presence of games and comic book stories (www.robotgalaxy.com). The ROBOTGALAXY in-store experience transforms kids into Explorers as they build and program their Robots from a range of motorized parts, accessories, decals, rover vehicles, and programmable features including sound, lights, and speech - there are over a thousand combinations. Robots are further personalized to talk and say the child's name, a nickname and online high score. Each Robot is equipped with a Supersonic Fuel Cell that connects to ROBOTGALAXY's virtual world (via USB). Once connected, Explorers see their physical Robot, with all its personalized parts, on screen as they train their Robot avatar to fly, drive and battle other Robot battalions online. There are nine levels of web game play, from Cadet to Commander, with each level offering the ability to download new content to their Robot, including phrases from the comic book, sound effects, LED eye color and their high-score/rank. There is even an alarm clock built into the Robot to wake Explorers up in the morning!

About CWE Media:

CWE Media, founded by CEO Charlie Walk, is a New York-based, strategic marketing and branding company servicing all platforms including film, TV, music and online. Prior to CWE Media, CEO Charlie Walk helmed Epic records/Sony Music, as president, working with talent such as George Michael, Jennifer Lopez, Natasha Bedingfield, Shakira and The Fray amongst others. At Epic, Walk developed innovative partnerships with TV outlets such as ABC, which featured Epic artists such as The Fray on its shows; signed TV food personality Rachael Ray and expanded her brand to digital and music space, and created the first ever user generated video campaign for Shakira's "Hips Don't Lie." Over the span of his career at Sony Music, Walk was instrumental in the promotion and marketing of some of the biggest music brands in the world today including Beyonce, Billy Joel, Bruce Springsteen, Destiny's Child, Jessica Simpson, John Mayer, Mariah Carey, Marc Anthony, Maxwell, New Kids on the Block, Ricky Martin and Will Smith.

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