

NETWORK MEDIA GROUP INC.

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NEWS RELEASE

Network Entertainment Announces “The Cowboy” Television Special

VANCOUVER, British Columbia, September 15, 2015 – Network Media Group Inc. (“Network” or the “Company”)(TSX:NTE.V) is pleased to announce it has commenced production of a documentary special which chronicles the birth and rise of the cowboy on the silver screen, and the creation of America’s most enduring legend. Commissioned by American Heroes Channel (“AHC”), *The Cowboy* builds on Network’s series of acclaimed documentaries on the lives and legacies of the world’s most renowned figures, but focuses this time on an iconic genre rather than an iconic personality.

“This film will land us smack in the middle of the hardscrabble world that gave birth to the cowboy. It will celebrate the evolution of this archetypal and distinctly American hero from his early cinematic premiere over 100 years ago to his enduring presence in today’s multiplexes around the world”, states Derik Murray, Network CEO and producer of the special. “We will also meet actors, directors, screenwriters, authors, and stuntmen who have been inspired by the cowboy.”

About Network Media Group

Network Media Group Inc. is an established television and film production company with an award-winning international reputation. Network's productions include the Academy Award shortlisted feature documentary *Facing Ali*, as well as documentaries on the lives of Bruce Lee, Steve McQueen, Evel Knievel and, most recently, Chris Farley and Johnny Cash. The *I Am Chris Farley* production, which was released in the summer of 2015, set all time ratings records for Spike TV. Network's programming has been showcased at marquee film festivals and by broadcasters throughout North America. Network's past projects and current productions can be viewed at www.networkentertainment.ca.

About American Heroes Channel

American Heroes Channel (AHC) is a network from Discovery Communications that tells timeless stories in which a challenge appears - be it a situation or a villain - and a hero arises. Currently in 60 million homes, AHC provides a rare glimpse into major events that shaped our world, visionary leaders and unexpected heroes who made a difference, and the great defenders of our freedom. For more information, please visit AHCtv.com, facebook.com/AHCtelevision, or Twitter.com/AHC_TV. American Heroes Channel is part of

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK), the world's #1 pay-tv programmer reaching nearly 3 billion cumulative subscribers in 220 countries and territories.

ON BEHALF OF THE BOARD OF DIRECTORS OF
NETWORK MEDIA GROUP INC.

"Derik A. Murray"

Derik A. Murray
Chief Executive Officer and Director

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