

NETWORK MEDIA GROUP INC.

1488 Frances Street
Vancouver, British Columbia, Canada V5L 1Y9

NEWS RELEASE

NETWORK ENTERTAINMENT ANNOUNCES U.S. RELEASE OF I AM JFK JR. ON SPIKE TV

VANCOUVER, CANADA, July 13, 2016 – Network Media Group Inc. (“Network” or “the Company”) (TSX: NTE.V) is pleased to announce ***I AM JFK JR.***, the newest documentary film produced by its subsidiary, Network Entertainment Inc., **will debut on Spike TV in the U.S. on Monday, August 1, 2016 at 9:00 pm ET/PT**, to be followed by Video-On-Demand and DVD availability. The film will also have a limited theatrical release with Emerging Pictures and Virgil Films as distributors, and will be released in Canada by the Company’s distribution partner Thunderbird Films.

I AM JFK JR. delves into the compelling life of John F. Kennedy Jr., the adored son of America’s most glamorous President, in this the anniversary month of his tragic death.

The film is an intimate, revealing and poignant look at JFK Jr.’s life, in and out of the spotlight, and features interviews with those who knew him best, including celebrities Robert DeNiro and Cindy Crawford, to the controversial Mike Tyson and Larry Flynt, as well as media stars Christiane Amanpour, Chris Cuomo, Paul Begala and Ann Coulter, and other prominent individuals in John’s personal and professional life, such as his Chief of Staff RoseMarie Terenzio and members of the *George* magazine team, Gary Ginsberg and Matt Berman.

I AM JFK JR. is from Network’s award-winning director and producer, Derik Murray, and is the latest addition to the “I Am” slate of documentaries originally aired on Spike TV, which has already brought to the screen the lives of such stars as Steve McQueen, Chris Farley, Evel Knievel and Bruce Lee. Spike’s debut of *I Am Chris Farley* last year received record ratings and wide critical acclaim.

I AM JFK JR. tells the story of a young man pegged for greatness yet determined to be good — a story that ended way too soon. In addition to personal photos from John’s closest friends, the film features vintage footage of young JFK Jr. in the White House, with his family, and rare views of him in the years after his father’s assassination.

Robert Pirooz, Chairman of Network, stated “JFK Jr. was America’s child, and we thought we knew him. *I Am JFK Jr.* introduces us, through laughter hidden deep in the belly and tears, more touching than sad, to the son we felt we raised and the man we thought we knew.”

Executive produced by Network’s Paul Gertz, Kent Wingerak and Robert Pirooz, as well as Tim Gamble, RoseMarie Terenzio and Spike’s Kevin Kay, Jon Slusser and Jaimee Kosanke.

[About Network Media Group](#)

Network is focused on becoming one of the world's leading developers and producers of entertainment properties for the global marketplace and its worldwide audience. It is the parent company of Network Entertainment Inc., an established television and film production company with an award-winning international reputation. Its 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 Company recently released a two-part documentary special *The Cowboy*, which premiered on Discovery's American Heroes Channel, and is currently in production on a global seven-part series for National Geographic. Network's past projects and current productions can be viewed at www.networkentertainment.ca.

About Spike TV:

Spike TV is available in 91.4 million homes and is a division of Viacom Media Networks. A unit of Viacom (NASDAQ: VIA, VIAB), Viacom Media Networks is one of the world's leading creators of programming and content across all media platforms. Spike TV's Internet address is www.spike.com and for up-to-the-minute and archival press information and photographs, visit Spike TV's press site at <http://www.spike.com/press>. Follow us on Twitter @spiketvpr for the latest in breaking news updates, behind-the-scenes information and photos.

For further information concerning this press release, please email info@networkentertainment.ca

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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and expected future developments, as well as a number of specific factors and assumptions that, while considered reasonable by management of the Company as of the date of such statements, are inherently subject to significant business, economic and competitive uncertainties and contingencies that could result in the forward-looking information ultimately, perhaps materially, being incorrect. All forward-looking information in this news release involve known and unknown risks, uncertainties and other factors that are beyond the control of the Company and may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking information. Except as required pursuant to applicable securities laws, the Company will not update these forward-looking statements to reflect events or circumstances after the date hereof. More detailed information about potential factors that could affect financial results is included in the documents filed from time to time with the Canadian securities regulatory authorities by the Company, copies of which are available on SEDAR at www.sedar.com.