

NETWORK MEDIA GROUP INC.

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NEWS RELEASE

NETWORK ENTERTAINMENT ANNOUNCES DOCUMENTARY ON ICONIC ROCK-AND-ROLL PHOTOGRAPHER NORMAN SEEFF

VANCOUVER, CANADA, December 20, 2016 – Network Media Group Inc. (“Network” or “the Company”) (TSX: NTE.V) is pleased to announce it has teamed up with Norman Seeff, one of the world’s most iconic photographers and creative visionaries, to develop and produce a feature documentary about his unparalleled career and fascinating life.

Based in Los Angeles, Norman has photographed the world’s most iconic musical artists, actors, writers, directors, athletes, business leaders and global visionaries, including Tina Turner, John Travolta, Alicia Keys, Steve Martin, Lily Tomlin, Ray Charles, Fleetwood Mac, Johnny Cash, Jane Fonda, Rod Stewart, Van Morrison, Joni Mitchell, Joe Namath, Magic Johnson, Martin Scorsese, Ridley Scott, Jim Henson, Steve Jobs and Bob Fosse. During his four decades behind the camera, Seeff photographed well over one thousand celebrities, and filmed over five hundred of these classic photo sessions, in which the most accomplished people of all time share their creative process, their greatest fears, and recount their proudest accomplishments and biggest personal challenges on their road to success.

These filmed sessions, most of which have never been seen before, will be the foundation and centerpiece of the documentary, which will trace Seeff’s journey as a doctor in Apartheid-era South Africa, to the epicenter of the counter-culture scene in New York in the late 60s, to his meteoric rise to become the Creative Director of United Artists Records in the 70s in Los Angeles, followed by the next four decades as the most sought after photographer in the world.

“At age 29, I woke up one morning and knew it was time to go, so I resigned my position as an emergency room doctor in a Soweto hospital and bought a one-way ticket to New York, packing one 35 millimeter camera, a portfolio of my work, and a few clothes,” explains Norman Seeff, “That was the beginning of my new life, a creative journey which I shared with the most iconic artists in history, and which I look forward to now sharing with a whole new audience in our documentary.”

“From the moment I met Norman Seeff over two decades ago, his story has never been far from my consciousness,” added Network Founder and Executive Producer, Derik Murray, “Norman told me ‘it’s not about photography – it’s about communication, relationships and creating authentic experiences in the moment’. That ‘Sessions Process’, as he terms it, has resulted in the most recognizable images of our times. I am honored to be working together with Norman on this film, with our lens now trained on his personal story and life’s work.”

“We have told the stories of many of the world’s most iconic personalities, working closely with their families and estates,” added Network’s Executive Chairman, Robert Pirooz, “When the opportunity to work with Norman Seeff presented itself, we embraced the chance to collaborate with this iconic artist to tell his compelling and inspirational story to audiences around the world.”

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, as well as the first five episodes of a global seven-part series for National Geographic. Network's past projects and current productions can be viewed at www.networkentertainment.ca. 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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