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Media Advisory

SeaChange To Showcase WheelsTV at NCTA

SAN FRANCISCO, April 3, 2005—At the National Cable Television Association (NCTA) National Show, which opens here today, SeaChange International (Nasdaq:SEAC) will showcase WheelsTV, the first broadcast television network, on-demand digital cable and broadband service dedicated to the automotive lifestyle. (NCTA booth 5874)

WheelsTV is a new media company that produces and distributes automotive television programming for a broad range of digital platforms. WheelsTV On-Demand is currently available in seven of the top 10 DMA's. The network recently announced plans to deliver programming via broadband Internet. Its broadcast television network launches later this year.

Greg Willis, executive vice president, affiliate sales & marketing for WheelsTV, said, "As a new media company, WheelsTV is committed to delivering automotive content to the over 85 million automotive enthusiasts and lifestyle users using the most efficient and most compelling technology. Working with SeaChange, we hope to break new ground in the rapid distribution of content including on-demand, broadband and linear cable."

"WheelsTV is a great example of the rich content available for audiences over various platforms and their focus on the automotive category is central to the development of on-demand advertising," said Stuart Lipson, vice president, content solutions, SeaChange. "Our new IP Video solutions are designed to support cable operators as they provide vast new choices to their subscribers in new and exciting ways. We are very pleased to be able to showcase the value of special interest programming for audiences and advertisers with the cooperation of WheelsTV."

ABOUT WheelsTV

WheelsTV (www.WheelsTV.net) is the first television network, on-demand, and Broadband service in the U.S. devoted exclusively to consumers' interests in cars, trucks and motorcycles—serving both the general audience and the enthusiast with a wide spectrum of vehicle-based entertainment, news and information. WheelsTV Network, WheelsTV On Demand and WheelsTV.net have been developed by the producers of

multi-awarding winning automotive programming for Discovery, PBS, Speedvision, Fox and Outdoor Life Networks including *Wild About Wheels*, *Wheels* and *Motor Trend Television*. WheelsTV is a program service of Automotive Networks LLC, headquartered in Acton, Massachusetts.

About SeaChange International

SeaChange's VOD servers and software are the foundation for the majority of commercial on-demand television services around the world. In 2004, the National Television Academy awarded the first-ever Emmy to SeaChange for accomplishments enabling on-demand's widespread availability. Additionally, its server systems are supporting the storage and delivery of video content for hundreds of broadcasters, studios and television networks around the world.

SeaChange provides digital video systems that are changing television. Its powerful server and software systems enable television operators to provide new on-demand services and to gain greater efficiencies in advertising and content delivery. With its Emmy-winning MediaCluster technology, thousands of SeaChange systems are helping broadband, broadcast and satellite television companies to streamline operations, expand services and increase revenues. SeaChange is headquartered in Maynard, Massachusetts and has product development, support and sales offices throughout the world. Visit www.schange.com.

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