



CONTACT David Mills
The Buzz Farm, Inc.
Phone: 718-309-5277
Email: media@thebuzzfarm.com

HUMAX USA SIGNS THE BUZZ FARM AS PUBLIC RELATIONS AGENCY OF RECORD

Digital satellite set-top box manufacturer taps strategic communications firm to help expand market presence in emerging consumer electronics segments.

Bayside, NY – January 3, 2006 – The Buzz Farm announced today that they have been selected by HUMAX USA, the “Easy-Digital” company, as the Public Relations Agency of Record effective immediately. The Buzz Farm was chosen to enhance and extend the company’s market presence as they add new product lines during the new year. Headquartered in Irvine, California, with sales and marketing offices in Fort Lee, New Jersey, HUMAX USA is a subsidiary of HUMAX Co., Ltd. of Korea with projected 2005 consolidated revenue of over US \$600 million, and even higher expectations for 2006 fueled by the planned product introductions.

“We are thrilled to team with a consumer electronics player that has experienced significant growth since their introduction in the United States just two years ago,” said David Mills, president of The Buzz Farm. “In addition, the opportunity to expand the HUMAX brand into innovative product categories that leverage their core competencies is an ideal scenario for our agency.”

“The Buzz Farm had the experience we were looking for, and has proven their ability to make things happen quickly and effectively,” said Tony Goncalves, vice president of strategic marketing and business development. “Their capacity to anticipate our needs in new categories, and bridge many of our communications efforts overall, was extremely important to us.”

HUMAX will be showcasing several of their new products at the International Consumer Electronics Show (ICES) in Las Vegas, Nevada beginning January 5, 2006. For all media inquiries regarding this and other news, please contact The Buzz Farm at 718.309.5277 or at media@thebuzzfarm.com.

==



About HUMAX

Founded in 1989, HUMAX Co. Ltd of Korea is one of the world's leading digital satellite set-top box manufacturers, exporting its products to more than 90 countries around the globe. Listed on the Korean stock exchange (KOSDAQ), the company's international headquarters and research and design facilities are based in Korea with offices in Australia, Germany, India, Italy, Japan, the UK and the US. Production facilities are located in Korea, India, China and Poland. Humax recorded consolidated revenue in excess of US \$470 million in 2004, and has projected consolidated revenue of over US \$600 million in 2005. For additional information please visit www.humaxusa.com or contact their public relations agency The Buzz Farm at media@thebuzzfarm.com.

About The Buzz Farm

The Buzz Farm is a strategic advertising and communications agency that creates and manages integrated online and offline communications solutions for its clients. The agency, founded in 2005, is headquartered in Bayside, New York, and is backed by a team of dynamic creative, marketing and technology professionals. The combination of its results-oriented strategies and unwavering appreciation of branding principles sets The Buzz Farm apart from conventional boutique advertising agencies, design firms, and consultants. For additional information, please visit www.thebuzzfarm.com or contact The Buzz Farm at media@thebuzzfarm.com.