

The Depository Trust Company
IMPORTANT

B#: 2055

DATE: October 15,2007

TO: All Participants

CATEGORY: Dividends

FROM: Morris Richards, Supervisor, Stock Dividend Department

ATTENTION: Dividend Managers, Cashiers & Reorganization Managers

SUBJECT: Special Processing Required for the Restricted Common Share Spin-off of Watchit Technologies, Inc. from Humware Media
Common Stock CUSIP# 445537103 R/D: 08/15/07 P/D: 09/15/07
Rate: 1 Restricted shr of Watchit Tech for every 70 shrs of Humware Media held
(All fractions dropped)

***** Warning Time Critical *****

It is important that participants read this notice carefully as it contains the requirements for shareholders to receive this restricted common share spin-off distribution. It also details the special processing requirements that participants will be responsible to execute through DTC's Elective Dividend System, PTS Function EDS, in order to certify shareholdings that are entitled to receive the restricted common share spin-off.

The Distribution and Entitlement Qualifications

DTC has received information from Humware Media Corp. relative to a 1 for 70 spin-off distribution that has a special shareholding requirement in order to receive the restricted common share spin-off of Watchit Technologies, Inc.

In order to receive the distribution of the restricted common shares spin-off of Watchit Technologies, Inc., shareholders of record on August 15, 2007 must have a shareholding of 10,000 or more shares of Humware Media Corp. Common Stock (CUSIP# 445537103). Shareholders with less than 10,000 shares of Humware Media Corp. Common Stock are not entitled to receive this distribution. DTC has assigned Contra-CUSIP# 94110N992 for the restricted common shares of Watchit Technologies, Inc.

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Participant Special Processing Requirements

Below are examples of the distribution entitlement:

	<u>Share Holdings</u>	<u>Calculation Amount</u>	<u>Entitlement Shares</u>
Participant A:	10,000	142.85	142
Participant B:	9,999	142.84	0

Because of the special terms of this spin-off distribution, participants will be required to utilize DTC's Elective Dividend System, PTS function EDS, in order to certify the quantity of shares (10,000 shares or more) held by holders qualifying for the distribution.

When accessing EDS, participants should select the Optional Dividend function and upon entering the main menu screen select "Active Elections". Upon entering the CUSIP, there will be two instruction boxes available for participants to enter instructions.

Instruction Box #1 - Represents shareholders entitled to receive the restricted common share spin-off distribution of Watchit Technologies, Inc. based on their holdings of 10,000 or more shares of Humware Media Corp. common stock.

Instruction Box #2 - Represents shareholders holding 9,999 or less shares of Humware Media Corp. common stock who do not qualify to receive the restricted common shares spin-off of Watchit Technologies, Inc. common stock.

PARTICIPANTS SHOULD SUBMIT INSTRUCTIONS OVER THE PARTICIPANT TERMINAL SYSTEM (PTS) THROUGH THE ELECTIVE DIVIDEND SYSTEM (EDS) FUCTION.

PARTICIPANTS NOT RESPONDING TO THIS INSTRUCTION BY FRIDAY OCTOBER 22, 2007 BEFORE 8:00 P.M. N.Y.C. TIME WILL RECEIVE THE MANDATORY INSTRUCTION IN ACCORDANCE WITH INSTRUCTION #2 (NOT QUALIFIED TO RECEIVE THE RESTRICTED COMMON SHARE SPIN-OFF OF WATCHIT TECHNOLOGIES, INC.).

To confirm your Record Date positions participants should access the Dividend and Allocation History (DPAL) Option, via the PTS Dividend Announcements Inquiry (DIVA) Function.

Participants with questions regarding this Important Notice or the processing of related instructions via EDS, should contact DTC's Customer Service Help Center at (888) 360-3822.