



## PRESS RELEASE

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### **Arqiva extends contract with FST taking Toni & Guy In-store TV into Europe**

- **Arqiva to deliver Toni & Guy In-store TV in Europe**
- **Fully Managed Playout delivers comprehensive range of services**
- **Hybrid network of satellite and ADSL provides ideal solution**

Arqiva has today announced it is extending its UK contract with Fitzgerald Shurey Tarbuck to deliver In-store TV to Toni & Guy salons in Europe. Arqiva already provides a fully managed service for over 273 Toni & Guy salons in the UK. The extension to the three-year contract, signed in June 2007, will see Arqiva deliver the same service to salons across Europe.

Arqiva will provide a fully managed playout service, including digital media players, playout software, playlisting, scheduling, content distribution and proactive monitoring and management. Arqiva's acquisition of BT's satellite broadcast services business in Europe enables the company to provide a robust, centrally managed infrastructure with which to support FST's expansion of Toni & Guy In-store TV on the continent. The system will deliver FST's music and video content using a hybrid network of satellite and ADSL, tailored to meet the specific needs of the Toni & Guy chain.

FST's Mark Fitzgerald said: "Arqiva's innovative hybrid solution has proved the perfect means to deliver our high quality content into Toni & Guy salons right across the UK. It provides a robust, reliable and flexible network, and a comprehensive management solution for all the technical aspects of this project, which makes Arqiva the ideal technology partner for us. Having developed such an excellent working relationship within the UK, we are delighted to be able to extend our partnership further and are fully confident in the team's ability to deliver the same exceptional levels of service in Europe."

George Eyles, Head of Sales for Digital Media Networks, said: "We're very excited to be expanding our working relationship with FST as we greatly respect the organisation's unique mix of skill sets and understanding of retail trade relationships. We are equally excited to be

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taking our core business into Europe with such a recognisable international brand as Toni & Guy. Our acquisition of BT's broadcast services business has given us a significant presence in the continental market, and we're ideally placed to support FST's expansion into Europe. We'll provide an innovative, robust and flexible network solution, just as in the UK, and look forward to growing our excellent partnership with FST and Toni & Guy."

- Ends -

**About Arqiva**

Arqiva operates at the heart of the broadcast and mobile communications industry and is at the forefront of network solutions and services in an increasingly digital world. The company provides much of the infrastructure behind television, radio and wireless communications in the UK and has a growing presence in Ireland, mainland Europe and the USA.

For broadcasters, media companies and corporate enterprises Arqiva has end-to-end capability ranging from outside broadcasts, satellite newsgathering, studios, playout, satellite distribution and terrestrial transmission, the latter including digital switch over and mobile TV development.

In the communications sector the company supports cellular, wireless broadband, video, voice and data solutions for the mobile phone, public safety, public sector, public space and transport markets.

Arqiva has its headquarters in Hampshire, with other major UK offices in London, Buckinghamshire and Yorkshire. It now has ten international satellite teleports, over 60 other manned locations, and around 3500 shared radio sites throughout the UK and Ireland including masts, towers and rooftops from under 30 to over 300 metres tall.

The company is owned by a consortium of investors led by Macquarie Communications Infrastructure Group and has five operating divisions: Terrestrial Media Solutions, Satellite Media Solutions, Mobile Media Solutions, Wireless Solutions and Public Safety.

Major customers include ITV, Channel 4, Five, the BBC, BSkyB, Classic FM, the five UK mobile operators, the RNLI and the Metropolitan Police.

[www.arqiva.com](http://www.arqiva.com)

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