



PRESS RELEASE

Date: 28 February 2008

BET International chooses Arqiva to expand into UK and Europe

- **Provides access to 8.8 million digital satellite homes across Europe**
- **Service starts 28 February 2008**
- **Maximum distribution capabilities with greater cost efficiencies**

Washington, DC Arqiva in the USA announced today that it has been chosen by BET International as the platform on which it will launch Black Entertainment Television's new European Sky channel beginning 28 February 2008. The launch follows a month of testing on the Eurobird satellite, and the deal will span five years.

As part of BET's mission to build a global distribution footprint beyond the 87 million households it currently reaches in the United States, Canada and the Caribbean, the European Sky channel will feature a mix of locally derived content as well as BET (US) music and entertainment programming, designed to serve consumers of black culture throughout Europe.

BET International will join more than 250 programme channels currently accessing the Sky platform via over 40 multiplexes uplinked from Arqiva's UK teleports. Available via the Sky guide, BET will be accessible to more than 8.8 million digital satellite homes. The new service originates from BET's Washington DC studios and connects to Arqiva's facilities in the UK via transatlantic fibre.

"Arqiva is very pleased to be able to support BET's extraordinary growth outside the Americas", says Simon Thrush, Senior Vice President of Arqiva in the US. "The fact that Arqiva provides uplink access for over 250 channels on the Sky platform speaks to the depth of our distribution capabilities in Europe. In addition, our new facilities in Paris and Rome now offer even greater penetration within Europe and beyond—all of which makes it much more cost-effective for

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companies based in the US to deliver to European audiences. Using one provider, Arqiva, they can distribute to the entire European market.”

Byron Marchant, Executive Vice President, Chief Administrative Officer and General Counsel, BET Networks, says: “We chose Arqiva because it’s the largest uplinker to the Sky platform in Europe and for its reputation for technical expertise. It boils down to maximum distribution capabilities with greater cost efficiencies.” Marchant continues: “We are new to the European market and it’s reassuring to know that we’re working with an experienced operator with 15 years experience distributing in Europe and now internationally.”

- 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

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