



PRESS RELEASE

Date: 10 March 2008

Arqiva supports continued growth of Paddy Power

- **Arqiva provides real-time audio and data feeds to 245 shops**
- **Contract renewed and expanded to incorporate continued growth**

Arqiva has today announced that it has renewed and expanded its service offering to Paddy Power, Ireland's biggest bookmaker chain. An Arqiva customer since 1996, Paddy Power has expanded significantly and now operates 245 shops in Ireland and England. The new five-year contract, signed in October 2007, has expanded in line with this business growth.

Arqiva provides real-time audio and data feeds for Paddy Power's entire network of 187 shops across Ireland and 58 shops in London. Betting information is distributed live to each shop, alongside a number of audio channels. The content is fed by fibre from Paddy Power's head office in Dublin to Arqiva's Bedford teleport. Here it is encoded and uplinked onto satellite for real time distribution to all of Paddy Power's shops through a one-way network.

Ben Traynor of Paddy Power says: "Arqiva has provided our operation with exceptional levels of service and support for over 10 years. The secure delivery of time critical content to all of our stores is of fundamental importance to our business, and our longstanding and ongoing relationship with Arqiva is a testament to our confidence in their service."

James Trevelyan, head of Enterprise sales at Arqiva's Satellite Media Solutions division, said: "We are delighted to have expanded our relationship with Paddy Power and to support their continued growth. This contract reaffirms our position as a leading provider of satellite communications, for which our international infrastructure provides a reliable and fully integrated solution. The flexibility of our infrastructure enables us to easily expand our service offering to support the growth and changing needs of customers like Paddy Power."

- Ends -

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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.

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