



PRESS RELEASE

Date: 20 May 2008

Extreme Sports is 17th Chello Zone channel feed played out by Arqiva

- **Seventeenth Chello Zone channel feed fully played out by Arqiva**
- **Five-year contract for ingest, uplink and transponder space on Eurobird**
- **Arqiva provides full range of services on single site**

Arqiva has today announced it has begun a five-year contract for playout of Chello Zone's Extreme Sports Channel on the UK Sky platform. The 3Mb/s high-adrenalin channel is ingested at Arqiva's Chalfont Grove facility and uplinked onto an Arqiva transponder on the Eurobird satellite. Extreme Sports Channel is the seventeenth Chello Zone (formerly Zonemedia) channel feed to be fully played out by Arqiva, with full playout services also provided for the popular Zone Horror and Zone Reality channels on the UK Sky platform. Arqiva also plays out Chello Zone's heavily subscribed Zone Romantica channels in Europe.

Dermott Short, CEO of Chello Zone, said: "Over our 10-year relationship with Arqiva we have consistently found them to be a highly reliable and customer-focused company, large enough and flexible enough to meet our growing requirements. Arqiva is a trusted supplier and a valued technology partner for our expanding business."

John Bozza, director of sales for Arqiva's Satellite Media Solutions division, added: "We are delighted that Chello Zone continue to show such confidence in our services and are excited to be adding a seventeenth Chello Zone channel to our playout portfolio. As a major international broadcaster with an ever-growing subscriber base, Chello Zone demands exceptionally high levels of technology and service which we are pleased to be able to deliver. We very much look forward to continuing and further growing this valuable partnership."

Extreme Sports Channel is available on Sky channel 419 and Virgin Media channel 527.

- 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.

www.arqiva.com

About Chello Zone

Chello Zone is a business of Chellomedia and is a leading international broadcaster, distributor and representative of thematic television channels. It has 18 offices and studios throughout Europe, Asia and Latin America. Chello Zone owns and operates ten thematic channels: Zone Reality, Zone Reality Extra, Zone Europa, Zone Romantica, Zone Club, Zone Horror, Zone Thriller, Zone Fantasy, Extreme Sports Channel and pre-school channel JimJam*. Collectively, Chello Zone's channels are broadcast in over 125 countries in 23 languages. It launched a media division, Zone 360, in 2006 to exploit content opportunities across multiple platforms. In addition, Chello Zone has a successful channel representation business and currently represents more than 30 international channels including NBC Universal, Hallmark, MTV, Discovery and VOOOM HD. Chello Zone's programme distribution business continues to syndicate formats, series and specials from the world's top producers.

**Joint venture with HIT Entertainment*

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