



Press Release

National Grid Wireless announces extension of agreement with Ideal Shopping Direct plc for a 24 hour TV slot on multiplex D

4th Sep 2006

National Grid Wireless, the mobile telecommunication and broadcast transmission infrastructure company, has announced that it has signed a new agreement with Ideal Shopping Direct plc for a 24 hour TV slot on multiplex D, part of the UK's digital terrestrial television (DTT) platform.

The previous agreement with Ideal Shopping Direct plc was due to run until 2014 however the two companies have renegotiated a new agreement that secures the position of Ideal Shopping Direct on multiplex D until 2018.

Steven Marshall, chief executive National Grid Wireless, announcing the extension said: "The DTT platform continues to play an important role in the plans of multi-channel broadcasters and we are delighted that Ideal Shopping Direct has chosen to extend its commitment to the platform and Freeview."

Andrew Fryatt, chief executive officer, Ideal Shopping Direct plc said: "Freeview has been a significant driver of our recent growth and we are pleased to be able to secure capacity on the platform through to 2018."

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