

PRESS RELEASE
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PlusTV crosses the 100,000-customer landmark

PlusTV celebrated its 100,000th pay TV customer this Monday. The card was bought from the home appliance store Expert in Eura. PlusTV's selection of channels is designed for all Finnish terrestrial households and includes today MTV3 MAX and Subtv Juniori. The selection will expand to include the film channel Subtv Leffa in April and MTV3 Fakta in the autumn. International channels will be added to the package at the beginning of September 2007 when Finland switches to fully digital television broadcasts. In connection with the digitalization of television, there will be a remarkable increase in the selection of channels offered to all households. The change will be biggest in terrestrial households where the supply has been much smaller compared with cable households.

- We have had a great beginning: we have achieved our goals for the early part of the year faster than we expected. The total goal for this year is 200,000 pay TV customers, says Vesa Mars, Chief Executive Officer of PlusTV.

PlusTV's sales began in November. The channel package is available for all Finnish terrestrial households, totalling about one million. In addition to a television set, you only need a digital set-top box with a card reader where you insert the PlusTV access card.

- Our success shows that there is a clear market demand for a new operator that can create interesting and easy-to-buy digital pay TV channel packages for viewers, and the channel package is becoming more comprehensive all the time, **Vesa Mars** continues.

The PlusTV pay TV package can be bought from R Kiosks or home appliance stores, or it can be ordered directly from the Internet at www.plustv.fi or from customer service by dialling +358 10 309 8008. The Finns' success at last weekend's F1 race should boost next week's sales.

For additional information, please contact:

PlusTV, Vesa Mars, tel. +358 50 3150 206, vesa.mars@plustv.fi

PlusTV, Ulla Koivula, tel. +358 50 3150 208, ulla.koivula@plustv.fi

Digi TV Plus Oy is a company that specializes in the distribution of digital television channels, and its service is marketed to customers using the name PlusTV. PlusTV's target group includes all Finnish terrestrial households and the goal is to create a planned channel package for Finns that is made up of the most popular Finnish and international pay TV channels. Vesa Mars is the Chief Executive Officer of the company, and Arne Wessberg is Chairman of the Board. The company is financed by the American investment company Baker Capital and the Nordic investment company Provider Venture Partners.