

PlusTV's Pay-TV Offering Expands

Press release August 29, 2008 - PlusTV and Canal Digital Finland Oy have agreed on an arrangement in which Canal Digital's ParempiTV and Disney Channel's pay-TV business in the terrestrial network is transferred to PlusTV.

As part of the transfer of business between PlusTV and Canal Digital, PlusTV will take over the full management of the channels in the ParempiTV package effective 1 October 2008. Discovery Channel, Nickelodeon, Eurosport and MTV, which were previously managed jointly by PlusTV and Canal Digital, and Disney Channel and KinoTV, previously managed by Canal Digital, will be fully taken over by PlusTV in the terrestrial network. As a result, the existing ParempiTV and Disney Channel subscriptions with Canal Digital will be transferred to PlusTV. The transfer of subscriptions does not require any action on the part of the customer, as the services, terms and conditions, and the prices remain unchanged. PlusTV will take over the customer service and invoicing as of 1 October 2008.

"Thanks to this arrangement we can now focus on serving our customers even more effectively, offering them the best content and the largest selection of HD channels in Finland on both the satellite and terrestrial digital platforms" says Jyri Timonen, CEO, Canal Digital Finland Oy.

"The transfer of business with Canal Digital strengthens our position as the leading pay-TV service provider in the digital terrestrial network in Finland," comments Vesa Mars, CEO, PlusTV. "We can offer our customers even more diversified pay-TV packages now that KinoTV and Disney Channel have been added to the PlusTV selection as new channels. Disney Channel and ParempiTV customers will also have many new choices in the PlusTV channel selection, which now has a total of 13 channels."

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PlusTV is the leading pay-TV service provider for terrestrial households in Finland. Vesa Mars is the CEO 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 AB.

Canal Digital, a subsidiary of the Norwegian telecommunications group Telenor, is the leading TV operator in the Nordic Region with a turnover of NOK 4.3 billion in the previous financial year and a total of 430 employees. All of Telenor's television operations – cable, satellite, smaller independent cable networks and operations in the Finnish digital terrestrial network – have been integrated in one unit. Some 3 million homes in the Nordic Region receive TV signals directly or indirectly from Canal Digital.

Canal Digital's channel selection includes over 50 television channels, 20 music channels and interactive services. The company's headquarters are located in Norway, with subsidiaries in Finland, Sweden, Norway and Denmark. Each of the company's subsidiaries is responsible for local sales, marketing, customer service and communication with domestic broadcasters in their respective markets.