

PRESS RELEASE
December 11, 2007

PlusTV accomplished its first year objective and has reached the milestone of 200,000 customers

In November 2006, PlusTV started providing entertainment for TV viewers in Finnish terrestrial households. In the past year, the PlusTV service has become the most popular pay-TV package in terrestrial households in Finland. This Tuesday, PlusTV celebrates its 200,000th pay-TV customer.

“We are pleased to have reached the goal this quickly and for the fact that as many as 200,000 terrestrial households are subscribing to our pay-TV package. Pay-TV is growing rapidly in Finland, and our objective is to increase the pay-TV penetration in Finnish terrestrial households to 40 – 50 per cent,” says **Vesa Mars**, CEO of PlusTV.

The number of pay-TV subscriptions has increased sharply in 2007. According to Finnpanel’s survey in August and September, already 21 per cent of all households have acquired a pay-TV package. Consumers are now taking increasingly positive attitude towards pay-TV.

“Our success has first and foremost been affected by excellent co-operation with TV companies and distribution channels. We could not have accomplished this without investments on high quality content and without the commitment and enthusiasm of the Finnish retailers,” says Vesa Mars.

PlusTV has at present the most attractive pay-TV package in Finland. It includes 6 Finnish channels on exclusive basis in the terrestrial network: MTV MEDIA’s 4 pay-TV channels, **MTV3 MAX** (including Formula 1 live broadcasts), **MTV3 Fakta**, **Subtv Leffa** and **Subtv Juniori**, as well as the Finnish sports channel **URHEILU+KANAVA** and the entertainment channel **DIGIVIIHDE**. The exclusive channels are supported by 5 international channels: the world’s leading sport channel **Eurosport**, the documentary channel **Discovery Channel**, the world’s most famous music channel **MTV**, the children channel **Nickelodeon** and the Swedish **SVT Europa**.

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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**. The target group of PlusTV consists of all Finnish terrestrial households. 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.