



PRESS RELEASE: Holdback till 27/10/2010 9.00am

Real Digital is a new Digital Satellite service for the UK and Irish consumers due to launch in January 2011. The service includes a new 7-Day EPG (Electronic Programme Guide) and a secure encryption system, which uses a Smartcard.

Licensed by Ofcom since the 30th of March 2010, which was just in time for the Ofcom ruling on the Wholesale Must Offer ruling for Sky Sports 1 and 2, REAL Digital has been working to ensure that the consumer can benefit from an alternative satellite service provider that includes Sky Sports 1 and 2 sport channels.

REAL will be broadcasting a number of New Pay TV services including High Definition and expects to offer satellite dish users all the 200+ Free To Air Digital TV channels. Sky Sports 1 and 2 will be offered at new low cost monthly price TBC. REAL expects to be the best value on the market for Sky Sports 1 and 2.

Pre-installed Sky or freesat customers will not need a new satellite dish as REAL Digital will be picked up on the same satellite dish. A simple '**plug and play**' is all that is required. A consumer will need to purchase a REAL Digital HD set top box, which will retail from £159 for a single tuner without hard drive or around £270 for a REAL HD+ box with a hard drive. A REAL Smart Viewing Card will be included with all REAL boxes. For consumers who wish to trade in their old freesat or Sky set top box they will be able to take advantage of a Trade-in offer, details will be announced on the REAL Digital website which can be found at www.realdigitaltv.com

The REAL Digital application is being heard at the **Competition Appeals Tribunal** on Friday the 29th of October 2010 **case No. 1152/8/2/10 (IR)** where the Tribunal will rule on whether REAL should be granted the same rights of access as BT Vision, Top Up TV and Virgin Media. If as expected REAL is granted the same right of supply for Sky Sports 1 and 2 then for the first time in history the British and Irish consumers will have a choice of satellite TV providers that can deliver Sky Sports 1 and 2.

-----Notes to Editors-----

REAL Digital is supported by a number of private investors including Managing Director Mr. David Henry (45) and Mr. Fred J Perkins (62) the CEO and founder of Information TV and Showcase TV, which operates 6 Digital TV channels on the Sky Digital platform plus 3 channels on Freesat and one on Freeview.

REAL Digital plans to launch a number of Pay TV channels to attract consumers to the new platform. They will include documentary channels and a channel that offers classic Movies.

A new technical standard has been developed to deliver the REAL Digital 7-Day EPG, which includes a secure encryption system. This encryption system will allow channels to be encrypted so Pay TV and PPV services can develop.

For Further information contact:

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Contact details provided in press copy.