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'Competition Appeals Tribunal rules in favour of REAL Digital'

REAL Digital has won the right to be included as a wholesale distributor of Sky Sports 1 and 2, on a similar basis to that which allows BT, Virgin and TopUp TV to retail the channels, subject only to agreeing contractual terms with BSkyB.

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 as an EPG service provider since the 30th of March 2010, REAL Digital has been working to ensure that the consumer can benefit from an alternative satellite service provider. We are pleased that this will potentially include the 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. Both Sky Sports 1 and 2 will be offered at new low cost monthly price points. REAL expects to be the best value on the UK market for Sky Sports 1 and 2.

Pre-installed Sky or Freesat customers will not need a new satellite dish as REAL Digital can be received 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 HD Settop box, or around £270 for a REAL HD+ PVR. 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 of which will be announced on the REAL Digital website, which can be found at www.realdigitaltv.com

REAL Digital applied to the **Competition Appeals Tribunal case No. 1152/8/2/10 (IR)** for inclusion in the **'Order'** of the President of the CAT and a hearing was held on Friday the 29th of October 2010. The Tribunal handed down its decision on 09/11/2010 and REAL Digital is pleased to confirm that the CAT has **'Ruled In Favour of REAL'**. REAL Digital should now have the same rights of access as BT Vision, Top Up TV and Virgin Media. British consumers will soon be able to purchase Sky Sports 1 and 2 using the same satellite dish as used for either Sky or freesat but for a new low (month-by-month) fee.

-----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, 3 channels on Freesat and one on Freeview.

REAL Digital plans to launch a number of Premium TV channels to attract consumers to the new platform. They will initially include nature/documentary and classic Movies channels.

A new technical solution has been developed to deliver the REAL Digital 7-Day EPG, and a Conditional Access system will allow channels to be encrypted so Pay TV and PPV services will develop, or that will enable existing channels to encrypt at programme level.

For Further information contact:

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