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PRESS RELEASE
TOP UP FOR A NEW TV DEAL

www.topuptv.com

This week sees the launch of a fun new digital TV service Top Up TV - a completely unique TV offering giving UK viewers one of the best deals in the history of pay television.

Top Up TV subscribers will get ten of the UK's best loved and most watched pay TV channels, including UK Gold, E4, Cartoon Network and Discovery. Viewers will now be able to treat themselves to the pick of UK pay TV, all for a monthly payment of just £7.99 - making it the lowest priced TV pack available with only a month-to-month commitment.

Top Up TV's package offers subscribers some of Britain's best telly through their existing aerials for a fraction of the price of other subscription services. The ten channel offering includes E4, UK Gold, UK Food, UK Style, Turner Classic Movies and Cartoon Network, as well as Boomerang and financial news service Bloomberg. In addition there is also the option of the adult service Television X Channel, which will be available as an additional monthly subscription option.

Top Up TV chairman David Chance commented: "Top Up TV addresses a pay-tv market that has been under-served for many years by offering an attractive package of channels with broad appeal, available for a modest monthly charge and with no long-term commitment. Top Up TV offers a few more channels and a lot more TV."

The service already has a big head start - almost half of Freeview's 2.1 million customers will be able to get Top Up TV through their existing set top box. All viewers need to do is check that they have a slot for a viewing card on their set top box and then make a simple phone call to the Top Up TV subscription hotline. They will then be sent a viewing card plus a software upgrade which will be downloaded onto their set top box. That's all there is to it.

Press reports recently indicated that there were approximately 500,000 sales of digital terrestrial set top boxes in autumn 2003 alone.

About Top Up TV

Top Up TV will launch in March with a unique TV subscription offering - ten of the best UK TV channels for a no-ties monthly subscription of just £7.99 a month, plus a one-off £20 connection fee. There is no need for subscribers to enter into a long term contract as it is a month-to-month contract.

Top Up TV's channel line-up includes UK Gold, E4, Cartoon Network, Discovery, UK Style, Bloomberg, Boomerang, Discovery Home and Leisure and Turner Classic Movies - plus the option of the adult service Television X Channel, which will be available as a monthly subscription service. The services will be broadcast across Top Up TV's five 24-hour video channels.

Top Up TV customers will also be able to get Freeview's 26 channel bouquet, including interactive and shopping services plus 21 digital radio stations.

TOP UP TV. A FEW MORE CHANNELS. A LOT MORE TV.

WRITE TO US AT: Top Up TV, PO Box 801, Kirkcaldy, Fife, KY2 6WW

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All Freeview customers need to do to receive Top Up TV is check their set top box has a slot for a viewing card and then call the subscription hotline on 08700 543210 or register online at www.topuptv.com. Top Up TV will confirm if they have a compatible box and then they will be sent a viewing card to receive Top Up TV.

Freeview's own research has revealed that one common factor frequently cited by people who have yet to take up digital is that too much channel choice can be a confusing turn off. In Freeview homes viewers watch on average just 5.8 of the available 26 channels each week, while on Sky viewers watch an average of 12.5 channels. Top Up TV aims to fulfil the clear demand for a hand-picked package of popular pay channels.

For subscribers who do not already have an upgradeable set top box, Top Up TV can recommend High Street retailers where they can be bought for prices around £60-£80. Customers can sign up for the service when they buy the box or can call 08700 543210 or subscribe online at www.topuptv.com

ITV Digital boxes from manufacturers Pace, Philips, Nokia and Pioneer are compatible with Top Up TV. To receive the service all you need to do is ensure that you are in the DTT transmission area, which currently covers 75% of the UK, and that your set top box has a slot for a viewing card.

All subscriber management services will be handled by Kirkcaldy-based company MGt. MGt's Top Up TV team will be able to quickly tell viewers if they are in an area which can receive the service.

All marketing will be handled by Branded, one of the world's leading specialists in the branding and marketing of television platforms and channels.

Top Up TV - The best value telly money can buy

Top Up TV's line-up this March includes hit after hit from the UK's best rating digital channels:

E4 - the UK's most cutting edge entertainment channel, which offers brand new series of top US shows including Friends, ER, The West Wing, The Sopranos and Dawson's Creek. March will see the debut of the 'new Dawson's Creek' - Warner Bros series The OC. Plus there will be plenty of cutting edge entertainment including Banzai and teen drama As If, as well as home grown favourites such as V Graham Norton.

Cartoon Network - The leading UK children's channel, which boasts the latest from the Power Puff Girls, Dexter's Laboratory and The Cramp Twins.

UK Gold - the best of UK drama such as Men Behaving Badly, Blackadder, The Royle Family, Eastenders and Only Fools and Horses.

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About MGt

MGt is a leading technology and business process outsourcer and will be involved in providing Top Up TV with a broad range of technical and operational services including hosting and managing the conditional access systems, designing, developing and hosting their websites and handling their call centre and billing operation.

Launched in May 1998, MGt is based in Kirkcaldy, Fife currently employing some 600 people and has recently opened an office in central London.

The company has continued to build on its reputation for providing a high quality professional service that integrates sophisticated technologies with effective front and back office business process operations.

About Branded

Branded will handle all Top Up TV's branding, marketing and communications output.

Branded was set up in 1997 by Philip Ley, former marketing director of Sky. The company is one of the world's leading specialists in the branding and marketing of television platforms and channels.