P R E S S R E L E A S E - FOR IMMEDIATE RELEASE

SETANTA SPORTS TO BE AVAILABLE TO FREEVIEW CUSTOMERS

London, 9 October 2006: Setanta Sports and Top Up TV are pleased to announce that a Setanta Sports subscription channel will be available next year to FREEVIEW homes. The launch of this Setanta Sports channel will be in 2007 with an exact date to be announced early next year.

FREEVIEW viewers with a Top Up TV-compatible digital box or digital TV will be able to subscribe to Setanta Sports for a monthly fee.

The Setanta Sports channel will be offered on a standalone basis which means that sports fans will not have to pay for a basic-tier package when subscribing to Setanta. Therefore, from August 2007, when Setanta starts to broadcast live Premiership football, the price of accessing the country's most popular sport live will be substantially reduced.

Setanta Sports will also enable FREEVIEW homes to watch a variety of premium sports including live US PGA Tour golf, Magners League rugby union, Scottish Premier League matches and many more live premium sports events.

Additionally, they can subscribe to Top Up TV's own pay-TV package of approximately 20 basic channels.

Trevor East, Director of Sport at Setanta, said: "Our research indicates there is substantial demand for a competitively priced premium sports service among FREEVIEW homes. Setanta is proud to be the first broadcaster to offer high quality premium sports content such as live FA Premier League matches, US PGA Tour Golf and Scottish Premier League matches to FREEVIEW homes since the platform's launch."

The launch of the premium sports channel early next year is expected to give a further boost to the continued explosive growth of the FREEVIEW platform, now numbering well in excess of 6 million homes. "As we approach analogue switch off, DTT will become the largest digital TV platform in the UK. Content companies increasingly recognize the need to reach this important constituency" said David Chance, Chairman of Top Up TV.

For more information, please contact:

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Notes to editors

About Setanta Sports

Setanta Sports is a leading international pay-TV sports broadcaster operating ten channels in ten countries. Founded in 1992, it provides top sports leagues and events to more than 50 million digital homes worldwide and to 1,500 commercial venues. It operates more sports channels than any other broadcaster in UK and Ireland and from next August, will show more live football than any other channel. In the UK, Setanta currently operates eight channels on satellite and cable.

In January 2007, Setanta will start broadcasting all PGA TOUR events and programming including The Players' Championship, the deepest field of the TOUR schedule.

From August 2007, Setanta will be broadcasting 46 live FA Premier League matches on Setanta Sports.

Setanta Sports will be available on satellite, cable and Freeview, ensuring the widest possible distribution to all sports fans.

For more information, go to www.setanta.com

About Top Up TV

Top Up TV launched in March 2004 on the DTT platform in the UK.

In Autumn 2006, Top Up TV is launching its new Top Up TV Anytime service, which gives customers the chance to view programmes from 20 channels, including

UKTV Gold, MTV, Nickelodeon, Animal Planet and many more, and premium movies from PictureBox.

The Top Up TV Anytime service is available through a latest technology Top Up TV Anytime DTR (Digital Television Recorder, or PVR).

For more information, go to www.topuptv.com

Note: FREEVIEW is a separate free digital TV service which does not require a monthly subscription. FREEVIEW is not operated by Top Up TV or Setanta Sports.