

PRESS RELEASE

TVN S.A.

166 Wiertnicza Str.
02-952 Warsaw, Poland
tel. (22) 856 60 60
fax. (22) 856 66 66
www.investor.tvn.pl
www.tvn.pl
www.onet.pl
<http://prasa.tvn.onet.pl>



EDWARD MISZCZAK THE MEDIA MAN OF THE YEAR

Warsaw – March 24th, 2009

Edward Mischczak, Vice President of TVN's Management Board responsible for programming was honored with the "Media Man of the Year" title in Media Trendy 2009 competition.

On March 23rd, during the Media Trendy 2009 conference 23 most interesting and innovative developments in the media sector were acknowledged in 16 categories. 3 Special Awards and 2 Grand Prix were also presented.

Vice President of TVN's Management Board responsible for programming Edward Mischczak was acknowledged with the Special Award in the "Media Man of the Year" category. Media Man of the Year award is presented to "the most interesting and innovative creators and the most influential personalities on the Polish media market".

Television, radio, press, Internet and new media representatives as well as advertising agencies, media houses and marketing directors take part in the annual Media Trendy conferences.

The organisers of this years Media Trendy conference were: Marketing Communication Association SAR and "Puls Biznesu" daily.



TVN Group is the leading media group in Poland. TVN Group owns and operates thirteen television channels.



TVN, our principal free-to-air channel, is recognized in the Polish market as a leading television broadcaster of high quality entertainment and comprehensive independent news and current affairs programs. TVN reaches 87% of households in Poland.



TVN7 is an entertainment channel that complements TVN's offer by broadcasting feature films and television series. The channel reaches 52% of households in Poland.



TVN24 channel is the first 24-hour news and current affairs television channel in Poland, reaching 48% of households in Poland.



TVN CNBC Biznes is our business news channel launched in cooperation with CNBC Europe.



TVN Meteo is Poland's first dedicated weather channel reaching 47% of households in Poland.



TVN Turbo is Poland's first thematic channel aimed at men and at the same time dedicated mainly to motorization. The channel reaches 47% of households in Poland.



TVN Style is a thematic channel focused on life styles, health and beauty aimed at women. The channel reaches 47% of households in Poland.



Discovery Historia is our historical channel launched in cooperation with Discovery Networks, available on the n platform.



TVN Lingua is our educational, language teaching channel. It is available on the n platform.



Teleshopping Mango is the only, all day, teleshopping channel in Poland, reaching 44% of households.



ITVN is a television channel that targets viewers of Polish origin living abroad. It is available in Europe, Northern America and Australia.




NTL is a local television channel addressed to residents of Radomsko and surroundings.



TVN Warszawa is a local television channel focused on Warsaw, its life and inhabitants.





 TVN Group also owns Onet.pl, which is the largest and the most popular internet portal in Poland.


Onet.pl is pioneer among Polish internet portals in income diversification. Apart from marketing income (advertisement, e-commerce, search advertisement), Onet.pl generates income out of services (pay content services, mail and hosting services, auction and dating services, telecommunications services). Since 2000 Onet.pl has been the uncontested leader in the Polish internet advertising market.


Onet.pl is the internet leader in Poland in core content: business, finance, law; news, socio-political journalism; media; sport; touristic.

Onet's services are also leaders in their categories:


 OnetBlog – the biggest blog service in Polish internet.

 Sympatia.pl – the most popular dating service in Poland.


 Onet.tv – an innovative multimedia platform.

 OnetLajt – a special version of the portal aimed at mobile phones and mobile devices users.

Onet is also strategic partner of Skype Communications.

 OnetSkype is a Polish version of the world's most popular internet communicator.

In 2007 Onet launched Zumi.pl.

 Zumi is a new tool, not existing before on the Polish market, bringing together the features of map services, online directory and yellow pages.



TVN Group holds 51% of share capital of digital platform “n”

The new generation “n” television launched on October 12, 2006. It is the first satellite platform in Poland and central-eastern Europe to offer HD channels, Personal Video Recorder (PVR) and Video on Demand (VOD) in one.

“n” television’s offer gives the largest selection of programs among all digital platforms in Poland. It includes 9 HD channels: TVN HD, TVP HD, HBO HD, MGM HD, FILMBOX HD, DISCOVERY HD, NSPORT HD, EUROSPORT HD, MTVNHD as well as some own-produced channels, such as: RELIGIA.TV, WOJNA I POKÓJ, NSPORT HD and unavailable on other platforms: MGM HD, NTALK, TVN LINQUA, RELIGIA.TV, DISCOVERY HD and DISCOVERY HISTORIA, NASN, BABY TV, DA VINCI LEARNING, OTV, TVP SPORT, SPORTKLUB, SPORTKLUB + and TVN MED.

“n” platform is an unchallenged leader in the most up-to-date TV technologies available in the Polish market. Along with riche program offer, “n” platform is also about some innovative services, including: NPORTAL – seven theme information services available after connecting your nBox HDTV or nBox HDTV recorder to internet; NRADIO and NRADIO HD featuring 5.1 sound; and the most advanced EPG offering some unique and easy to operate features.

N television is available in over 1500 nationwide points of sale, an online shop and through a state-of-the-art call center.





TVN Group also owns **tvn24.pl**, the first news portal in Poland, which combines text, voice and video. The web site contains extensive video content related to the most important events in Poland and all over the world. The portal features paid access to the on-line broadcast of the TVN24 channel as well as information and materials that haven't been broadcast on television.



TVN Group also owns **plejada.pl**, an interactive multimedia site dedicated to show business. It is the first project on the Polish market available immediately on launch via three platforms – Internet, mobile phones and “n” platform.



TVN Group is also the owner of the educational Internet platform **tvnmed.pl**. Platform tvnmed.pl, by offering a number of medical articles, films, presentations and useful links, enables Polish physicians to fulfill their professional educational needs.

TVN S.A.'s shares have been traded on the Warsaw Stock Exchange since December 7, 2004 and are included in the Warsaw Stock Exchange indices, including the WIG 20, TechWig and Wig Media.

For further information please contact:

Karol Smolağ
Corporate PR Director, Spokesman
☎ +48 22 856 66 88
mobile: +48 516 444 388
e-mail : k.smolag@tvn.pl

Dariusz Choryło
Investor Relations Director
☎ +48 22 856 66 14
mobile: +48 516 444 021
e-mail : d.chorylo@tvn.pl

Lidia Zagórska
Acting Programming PR Section Manager
☎ +48 22 856 65 18
mobile: +48 502 555 069
e-mail : l.zagorska@tvn.pl

