

## PRESS RELEASE

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## SUPERBRANDS 2009: TVN, TVN24 AND ONET.PL

Warsaw – November 24<sup>th</sup>, 2009

**TVN, TVN24 together with Onet.pl were acknowledged with “Superbrand Polska” awards for being among the strongest brands on the Polish market.**

The specific brand reputation is examined by the Brand Council, which is made up of marketing, advertising and branding experts. The "Superbrand" statuettes are presented to brands which hold a very strong position within their respective industries and are providing significant contribution to their consumers' lives.

The Superbrands organization, which currently operates in 80 countries worldwide, was established in the nineties in London and aims to promote successful brands consequently building their position within local markets.

The “Superbrand” award is presented in two categories: Superbrands and Business Superbrands.



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TVN Group is the leading media group in Poland. TVN Group owns and operates eleven 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 89% 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.



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



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




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 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 and WIG Media.

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