

CHELLO ZONE INTRODUCES ZONE CLUB TO AFRICA

London – Monday 28th September 2009: Multi-channel operator Chello Zone today announces its first deal with Africa's My TV platform, with the launch of the women's lifestyle channel, Zone Club.

Chello Zone will launch Zone Club on My TV as a 24/7 English language channel on 1st October, extending the reach of its pan-European broadcast feed. The deal builds on Chello Zone's existing presence in Africa, as its Zone Reality channel already reaches more than 2.5 million subscribers on the Multichoice platform.

Established in 2006, My TV is an affordable satellite-delivered pay television service broadcasting a full range of family-orientated programming to 14 countries across Sub-Saharan Africa.

"We're delighted to be extending Chello Zone's reach within the African region", says Louise Cottrell, VP, Affiliate Sales at Chello Zone. "My TV is going from strength to strength against some tough competition and we're happy to help boost that with Zone Club's high quality entertainment and lifestyle programming for women."

Bahjat Mirza, General Manager of My TV added, "We are confident that in adding Zone Club to our portfolio of channels we are rounding our offering, opening up a new demographic of viewers to My TV and giving our viewers what they want: high quality, engaging and informative programming."

Zone Club offers compelling, fun and often thought-provoking programming targeting the female audience. It provides a fresh approach to lifestyle television, from drama to chat, health to documentaries, plus strong entertainment shows and original programming. The channel's line-up includes home interiors show ***Divine Design***, the popular financial advice series ***Maxed Out*** and cookery chat show ***Saturday Cooks!***, hosted by celebrity chef Antony Worrall Thompson.

ENDS

About Chello Zone

Chello Zone is a leading international broadcaster and creator of bespoke thematic television channels. Its portfolio of nine owned and operated channels includes Zone Reality, Zone Romantica, Zone Club, Zone Horror, Zone Thriller, Zone Fantasy, Extreme Sports Channel, the Hollywood Channel and pre-school channel JimJam*. Chello Zone channels reach audiences in more than 300 million homes across 125 countries and in 23 languages. Chello Zone is a business unit of international media company Chellomedia, part of Liberty Global, Inc., the world's leading international cable operator.

*Joint venture with HIT Entertainment

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About My TV

My TV is a DTH platform, offering an affordable pay TV service to families across Sub-Saharan Africa. The service comprises a mix of movies, sports, news, music, kids, lifestyle, fashion and special interest channels. My TV is carried on the Intelsat 10 satellite, along with a number of Free-To-Air channels. www.mytvafrika.tv

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