



PRESS RELEASE

17 May 2010

PREMIUM TURKISH SOCCER CHANNEL *LIG TV* BREAKS ON UBI WORLD TV WITH TURKISH SOCCER LEAGUE FINALS

UBI World TV, the region's leading multi-cultural subscription TV and radio broadcaster, has sent Turkish soccer fans into a frenzy by broadcasting the finals of the much awaited 2010 Turkish Soccer League on early Monday morning (17 May 2010 at 3.00am AEST).

As a sign of appreciation to its loyal subscribers, UBI treated all its Turkish subscribers to a LIVE broadcast early this morning of the historic win of underdog Bursaspor over Besiktas, last year's champions, finishing with a score of 2-1. The surprising victory makes Bursaspor the fifth team to win the premier Turkish championship, joining the ranks of popular heavyweights Fenerbahce, Galatasaray, Besiktas and Trabzonspor.

The broadcast of the Turkish Soccer League finals, which marks the highly anticipated re-launch of the premium Turkish soccer channel *Lig TV* on UBI World TV, is the latest in a series of exciting additions to UBI's Turkish Service following the recent launch of the popular Turkish channels TRT-1 and HaberTurk.

UBI CEO Michael Parker said: "We know how much the Turkish community love their soccer and their passion for the sport. And we know that *Lig TV* is the channel they had been wanting to watch once again on UBI. This is why we did everything possible to bring back *Lig TV*."

Over the coming months, the Turkish community will be hearing more about the new Turkish channels that will soon launch on UBI's Turkish Service as a direct result of UBI's recent initiatives and efforts in entering new agreements with premium Turkish broadcasters whose top-rating programming will be viewed in the region exclusively on UBI World TV.

Once completed, UBI's expanded Turkish Service will have a total of 12 TV channels aggregating content from more than 22 Turkish TV networks and 6 radio channels, including the much awaited return to UBI of the top Turkish entertainment channel Show TV.

As a further treat for all its loyal Turkish subscribers, *Lig TV* is temporarily broadcasting on UBI Channel 67 with no additional charge, airing replays of the recently concluded 2010 Turkish Soccer League finals as well as news, interviews and updates on upcoming second-tier Turkish soccer tournaments.

Mr. Parker continues, "UBI hopes that it has fulfilled the continuous requests it has received from the Turkish community to bring back Lig TV. We hope that the community will support this endeavour by supporting the channel that they have clamoured for all these years.

Lig TV will eventually be an optional add-on channel to UBI's Turkish Service for an additional fee per month.

Once again, UBI advises all its subscribers and the Turkish community to watch out for bigger and better shows as UBI completes the rollout of additional premium channels for its expanded Turkish Service providing the ultimate in Turkish entertainment.

To subscribe to UBI's new Turkish Service, simply call 1300 400 800 from anywhere in Australia, 0800 4000 23 from anywhere in New Zealand, email sales@ubiworldtv.com or visit www.ubiworldtv.com.

For further information (Media Only), contact:

Emilio Simbillo
Communications Specialist, UBI World TV
(61 2) 9776 2036
emilio.simbillo@ubiworldtv.com