



PRESS RELEASE

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UBI WORLD TV NOW AIRING TOP SPORTING EVENTS DIRECT FROM THE MIDDLE EAST WITH NILE SPORT

UBI World TV, the leading multi-cultural pay TV and radio broadcaster in Australia and New Zealand, has scored another big win for sports fans with the launch of Nile Sport, a premium channel dedicated to soccer and other popular sporting events direct from the Middle East.

Nile Sport, now exclusively on the UBI platform, is part of the range of specialised entertainment satellite TV channels from the Nile Group showing live and delayed sports programs from Egypt, Africa and the rest of the Arabic world.

Nile Sport brings the selection of Arabic TV channels available on UBI to a total of 32 premium TV and nine radio channels broadcasting direct from all over the Middle East.

UBI President and CEO Regina Boulos said, "We are excited to finally bring Nile Sport to the large and diverse Arabic-speaking communities in Australia and New Zealand who are avid fans of sporting programs followed in and from the Arab world.

"Now, exclusively on UBI, these audiences can follow the latest tournaments and leagues, the latest scores of home teams and watch their favourite players in their language, everyday, in the comfort of their homes.

"Now offering the widest array of entertainment options that include news, dramas, movies, music and now sport, UBI has solidified its position as the premier provider of unparalleled Arabic entertainment in Australia and New Zealand", Boulos added.

Nile Sport airs a range of exciting soccer games catering for all Arabic-speaking soccer fans. The games on its schedule include: the Egyptian Soccer League, African Soccer, as well as selected FIFA Games, particularly the Asian and European World Cup Qualifiers.

Nile Sport also airs African Basketball, Egyptian Wrestling, Professional Wrestling (USA), Asian Wrestling, and Handball – all widely followed in the Arab world.

News, interviews and live commentary from Nile TV's respected sports broadcasters and journalists are also included in the daily programming.

Nile Sport, airing exclusively on UBI Channel 49, is an additional channel to UBI's Arabic Package, available at no extra cost.

To enjoy the premium Arabic sports programming on Nile Sport, simply subscribe to UBI's Arabic Package by calling 1300 400 800 within Australia, 0800 4000 23 within New Zealand, or visit www.ubiworldtv.com.

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