



PRESS RELEASE

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UBI WORLD TV LAUNCHES THE NUMBER ONE PHILIPPINE BROADCAST NETWORK ACROSS AUSTRALIA

UBI World TV, the leading multi-cultural pay TV and radio broadcaster in Oceania, has switched on the undisputed number one Philippine broadcast network across Australia, allowing all Filipino Australians to finally have access to the highest rating news and entertainment programs direct from the Philippines.

Officially launching on Wednesday, 25 June 2008 at a community event attended by the Filipino Australian community leaders and other prominent members of the community, '**UBI Pinoy**' is a premium Filipino TV and radio package topbilled by the number one broadcast network today in the Philippines – **GMA 7**.

Making their debut with **UBI Pinoy** are two of GMA's much-awaited international TV channels, **GMA Pinoy TV** and **GMA Life TV**, as well as the widely listened to Filipino radio stations, **DWLS FM** and **DZBB AM**.

The premium Filipino channels on **UBI Pinoy** are now broadcasting across Australia's city and regional areas to the established and still growing Filipino community via UBI's leading edge Direct-to-Home (DTH) satellite platform.

UBI President and CEO Regina Boulos said, "Nine years ago, in July 1999, I was proud to be part of the launch of the very first Filipino pay TV service in Australia. Today, I am proud to be part of the launch of the No. 1 Philippine broadcaster - not only in Australia but also in New Zealand for all Filipino migrants that have made these two countries their new homes.

"UBI has been enthusiastically embraced by Australia's diverse migrant communities, as it offers the largest array of multi-lingual services covering 13 languages across the nation. Today, we are pleased to announce the launch of our 14th language service dedicated to the estimated 120,000 Filipinos Australia-wide. Now, Filipino Australians can be proud to have the most awarded and much loved channels that are distinctly and uniquely '*Pinoy*', allowing them to keep up with the latest news and entertainment from the Philippines.

“Only on **UBI Pinoy** can Filipino Australians get the most credible news and enjoy the top-rating dramas, comedies, movies, gag shows, game shows and variety shows that everyone now wants to watch, 24 hours a day, 7 days a week, direct from the Philippines, on their TV sets in the comfort of their homes”, Boulos said.

UBI Pinoy subscribers will have the pleasure of watching their favourite TV stars and personalities like Tito, Vic and Joey, Robin Padilla, Christopher de Leon, Richard Gomez, Manny Pacquiao, Regine Velasquez, Bong Revilla, Lorna Tolentino, Dina Bonnevie, Lani Mercado, Charlene Gonzalez, German Moreno and more on the Philippines’ highest rating TV shows which include the current primetime series lording it over the Philippine ratings charts: *Dyesebel*, *Joaquin Bordado*, *Babangon Ako’t Dudurugin Kita* and *Kamandag*; all-time favourites *Eat Bulaga*, *Startalk* and *Bubble Gang*; and new hits *Pinoy Idol* (Philippine franchise of *American Idol*) and soon *Survivor Philippines*. Breaking news from the Philippines will also be shown daily via GMA’s award winning news programs *Saksi* and *24 Oras*.

Radio lovers will also be treated to the Philippines’ most popular music station **DWLS FM**, featuring original Filipino compositions by leading singers from the Philippines, and the latest news and commentary on **DZBB Radyo Bisig Bayan** with radio personalities Mike Enriquez, Jimmy Gil, Arnold Clavio, Manang Rose Clores and more, to inform and entertain them 24 hours a day.

In addition to the much-awaited GMA channels, and in response to the bi-lingual capability of the Filipinos, **UBI Pinoy** also includes 24 hours of global news in English on two channels: **Al Jazeera International** and **Euronews**.

Al Jazeera International is the first English news channel with headquarters in the Middle East as well as news bureaus in key cities around the world, presenting an objective, fresh and wide perspective to global news and events.

Euronews, through the UBI World TV platform, offers its Australian and New Zealand viewers a first in global news viewing through the choice of seven language audio sub-carriers. Broadcasting objective news and views in English, German, Spanish, French, Italian, Portuguese, Russian and very soon Arabic, viewers can see the world from multi-lingual and the most diverse angles on **Euronews**.

“UBI guarantees that subscribing to **UBI Pinoy** will be like having your favourite *adobo* and *sinigang* anytime of the day, giving you the warmth, comfort and the connection of being in touch with the Philippines while also having continuous access to global news and current affairs”, Boulos added.

UBI Pinoy will be available Australia-wide from 1 July 2008 for just \$29.95 per month for a minimum of 24 months. Installation costs and other terms and conditions apply. A very special launch offer will be available for the first 500 subscribers.

To subscribe to **UBI Pinoy**, simply call 1300 400 800 within Australia or visit www.ubiworldtv.com.

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