



MEDIA RELEASE

UBI WORLD TV LAUNCHES SETANTA SPORTS

UBI World TV, the leading multi-cultural subscription TV and radio broadcaster, and Setanta Sports, the leading international sports channel in Australia, have teamed up to provide migrant homes across Australia with the best live sporting entertainment from around the world.

Premiering on UBI Channel 3 on Friday, 9 May 2008, Setanta Sports' exclusive international sports offering includes a superb mix of soccer, which is expected to draw huge interest from UBI's unique multicultural subscriber base, as well as exciting rugby union, cricket and boxing matches.

This is an exciting time to connect to UBI World TV as Setanta Sports will broadcast Euro 2008 from June 7th with coverage of all 31 games, as well as a comprehensive daily highlights package and replays of all the day's games.

UBI World TV President and CEO Regina Boulos said, "UBI is excited to launch Setanta Sports, a premium channel that further expands and enriches the entertainment experience of the diverse migrant communities that UBI services, majority of whom share a deep passion for sport. Whether it be rooting for their home teams and their favourite players, being up-to-date with the major international sporting events where their teams are competing including tournaments in their home countries, or simply enjoying a live match, staying in touch by watching Setanta Sports on UBI is now better than ever".

Conor Woods, General Manager, Setanta Sports, said, "We are delighted our channel will now be available to customers of UBI World TV. We've got a lot of great games coming up with the start of Euro 2008 and the crucial South American World Cup Qualifiers in June."

The UEFA European Championships (Euro 2008) is the world's 2nd largest football tournament after the FIFA World Cup. Euro 2008 is one of the 'Big Three' global sporting events in terms of television audience, which also include the Olympic Games and the FIFA World Cup.

Euro 2008 will be held in Austria and Switzerland, from June 7th to 30th. A total of 16 European teams will participate in the tournament including teams such as Turkey, Greece, Portugal, Spain and Croatia, with Austria and Poland making their first appearance in the tournament. The full match schedule is available at www.ubiworldtv.com or www.setanta.com.au.

To subscribe to Setanta Sports on UBI World TV, simply call UBI on 1300 400 800 or visit www.ubiworldtv.com.

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About Setanta Sports – www.setanta.com

Setanta Sports, founded in Ireland in 1992, is a private company with operations in five territories. An international sports broadcaster Setanta Sports has twelve channels in the UK: Setanta Sports 1, Setanta Sports 2, Setanta Golf, Setanta Sport Ireland (UK version), Setanta Sports News, Liverpool FC TV, Arsenal TV, Celtic TV, Rangers TV, Racing UK, Racing World & NASN. Setanta also has sports channels in Ireland, USA & Canada.

About UBI World TV – www.ubiworldtv.com

UBI World TV is a leading provider, distributor and content aggregator of non-English programming around the world. Migrant homes across Asia, Africa, Australia and New Zealand gain access to language packages from global broadcasters offering the latest news, current affairs and entertainment direct from their homelands, in their own languages, 24 hours a day, seven days a week. UBI World TV has more than 100 premium TV and radio channels on its platform catering for over 20 language groups, sourced from more than 30 countries worldwide.