



**PRESS RELEASE**

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For Immediate Publication

**UBI WORLD TV LAUNCHES PREMIUM  
IRANIAN CHANNEL PARS TV IN AUSTRALIA**

Australia's largest multi-cultural pay TV and radio broadcaster, UBI World TV, today launched the premium 24-hour Iranian channel **Pars TV**, bringing its popular programming to the Iranian community in Australia for the first time.

**Pars TV** is a US-based news, current affairs and entertainment TV channel, providing the very best independent Farsi-language news, political coverage, commentary, lifestyle and entertainment programs.

UBI President and CEO Regina Boulos said, "We are delighted to introduce Pars TV to Australia, which entertains, informs and promotes the rich, cultural and linguistic heritage of Iranians living across the world.

"The channel does not just provide the latest independent news and current affairs commentary, but also entertains with fashion, sports highlights from Iran including soccer matches, as well as contemporary and traditional Iranian music for all the family.

UBI has launched Pars TV in response to popular demand from its Iranian viewers and the broader Iranian community. Pars TV has replaced the US-based independent Iranian channel AFN.

UBI offers the best Farsi-language information and entertainment package with three top rating TV channels and one radio station. In addition to Pars TV, the Package includes the 24 hour entertainment channel **Tapesh TV** from the US, the Iranian Government TV channel **Jame Jam**, and entertainment radio station **Radio Farda** from Iran.

The Package is available for only \$29.95 per month for a minimum contract term of 12 months. Installation costs and other terms and conditions apply.

Members of the Iranian community can enjoy **Pars TV** and the best Iranian TV and Radio Package by subscribing to UBI WORLD TV on **1300 400 800** or by visiting [www.ubiworlDTV.com](http://www.ubiworlDTV.com).

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