



9 July 2010

ANNOUNCEMENT TO THE AUSTRALIAN STOCK EXCHANGE

SKY Television today announced the purchase of outside broadcast operator OnSite Broadcasting (NZ) Limited (OSB New Zealand) from Australian media company, Prime Media Group.

OSB New Zealand is contracted to provide all outside broadcast facilities for SKY, New Zealand's premier sports broadcaster.

SKY will purchase OSB New Zealand's assets and liabilities for \$NZ13.5 million and will enter into a Joint Venture arrangement with Prime to market OSB New Zealand's services to third party broadcasters and other customers.

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