



For Immediate Release

Sony Entertainment Television Asia Launches on Casema

Sony Entertainment Television Asia extends its coverage and availability within the Netherlands with launch on cable television platform Casema.

London, England (30th January 2008) – Sony Entertainment Television Asia (SET Asia) has launched with Dutch cable television platform Casema following the signing of a distribution deal, with MAX launching on the 29th of January, it was announced today by Rajan Singh, EVP International Business, SET Asia. SET Asia is the international feed for Sony Entertainment Television (SET), India's leading cable and satellite television channel. MAX is SET's Bollywood movies and events channel.

Singh commented "Extending our cable distribution through Casema has been a very important piece of the jigsaw to develop the channel in Europe. Our research has demonstrated that there is a huge South Asian community in The Netherlands, particularly of Surinamese origin. Now, even more South Asians in The Netherlands will be able to enjoy the quality entertainment Sony Entertainment Television Asia and MAX is already renowned for."

"We are very glad to have Set Asia and MAX in our Hindi package", says product manager Wiepke de Jong. "With these quality channels we expect the Hindi package to be even more successful. The deal means that, SET Asia was available from 9th January 2008 in the Hindi package of Casema, with MAX being made available from 29th January 2008. The channel will be replacing B4U Movies in the package".

This will increase SET Asia's coverage across the Netherlands which already includes cable platforms UPC, @Home, Multikabel, CAIW and Stitching.

To subscribe to SET Asia and MAX, Casema customers should call 0900-8896. The Hindi package contains four channels: Set Asia, Zee TV, Zee Cinema and MAX. The price of this package is € 24,95 monthly.

Since its launch in the Indian sub-continent in 1995, Sony Entertainment Television (SET) has enjoyed rapid and considerable success leading to the establishment of International feeds of the channels known as Sony Entertainment Television Asia (SET Asia) and MAX. SET, SET Asia and MAX are collectively now available in over 100 countries around the world. The channels offer their viewers a distinctive blend of entertainment programmes twenty-four hours a day including news, cricket, soap operas, dramas, sitcoms, concerts and South Asian movies. SET Asia can be found on the World Wide Web at www.setasia.tv and MAX can be found at www.maxasia.tv.

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