

For Immediate Release

Sony Entertainment Television Asia & MAX Launch In Portugal via Zon TV.

London, England (31st October '08) – Sony Entertainment Television Asia (SET Asia) & MAX have launched in Portugal following the signing of a distribution deal with the cable TV operator Zon Cabo TV, it was announced today by Rajan Singh, Executive Vice-President for International Business, MSM Asia. SET Asia is the international feed for Sony Entertainment Television (SET), India's leading cable and satellite television channel.

Singh commented "Extending our cable distribution through ZON TV is a very important piece of the jigsaw to develop the channels in Europe. Research has demonstrated that there is a huge South Asian community in Portugal, specifically in Lisbon and the surrounding areas. Now even more viewers will be able to enjoy the quality entertainment which Sony Entertainment Television Asia and MAX is already renowned for. Viewers in Portugal will be in for a real treat straight away as we shall be premiering 'Bhootnath' & 'Singh Is King' along with the biggest reality show that Indian television has ever witnessed – Indian Idol on SET Asia. With these premium channels we expect the special Asian Package to be very successful. We plan to work very closely with Zon TV with strong marketing and PR support that we here at Sony are celebrated for. We look forward to a strong and healthy relationship with ZON TV.

The deal means that as of 5th November '08, SET Asia & MAX will be available as an à la carte premium service priced at 5.99 Euros per month or as a SET Asia and MAX joint package for 9.99 Euros. During November, the channel will be available free-to-air. After this promotional free month, to subscribe viewers should call Zon TV.

Since its launch in the Indian sub-continent in 1995 SET has enjoyed rapid and considerable success leading to the establishment of European, North American and African feeds known as SET Asia. SET and SET Asia are 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, sit-coms, concerts and South Asian movies. SET and SET Asia can be found on the World Wide Web at <http://www.setasia.tv>

With the success of Sony Entertainment Television Asia has come the rising of a new channel, MAX. Since the launch of MAX in the Indian sub-continent in 1999 it has gone from strength to strength and is now available around the world, 24 hours a day. The channel offers a unique blend of Bollywood blockbusters & classics and glitzy events. MAX has already seen successful launches in the USA, the Middle East, UK & Europe and South Africa. Further information about MAX can be found at <http://www.maxasia.tv>

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