

The press about Cyfrowy Polsat	Date	The press about the DTH/MVNO market in Poland
<p>Rzeczpospolita: Cyfrowy Polsat bets on new services. „ we aren't ruling out offering program packages through the Internet, via our webpage in the future. At the moment, it is hampered by unclear status of the rights to individual channels. ” – said Dominik Libicki</p> <p>Parkiet: The cable won't reach the places where we do our business „ ... we will be interested in the terrestrial digital television only if there is an element of pay television in the distribution model...” „ LTE is a technology of the future in which we would like to be able to provide broadband internet service, because I believe that no cable technologies are able to reach the places where Cyfrowy Polsat provides its television services. ” comments Dominik Libicki</p>	<p>22.12</p>	<p>Puls Biznesu: TP should come out of the shadow. Although Telekomunikacja Polska has already got out of the dumps the IPTV service, with the current infrastructure, does not pose a threat for digital platforms or cable providers.</p> <p>Gazeta Wyborcza: Digital TV in the middle of nowhere. The largest TV stations propose a new blueprint of division of the market to the authorities after the launch of digital television, that is to look as following: two multiplexes will be launched, the first one with three TVP channels, i.e. TVP 1, TVP 2, and TVP Info, and four thematic channels recommended by KRRiT. The second would host Polsat, TVN, TV4, and TV Puls. The broadcasters' proposal will be submitted before KRRiT.</p>
	<p>23.12</p>	<p>Rzeczpospolita: Yet another year of lower prices. According to forecasts, in 2010 the prices of the Internet and calls will be dropping. For three quarters the price of the mobile connection decreased on average by 14 % or PLN 0.33. The satellite television won't be getting cheaper. Next year's tendencies among satellite platforms will be adding new services rather than a price reduction.</p> <p>Media i Marketing: Time of platforms. The are a lot of tips that 2010 will be the year of increased competition on the market of satellite platforms. The providers are putting stress on new services and providing clients with a full range of entertainment offer.</p>



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	24.12	<p>Rzeczpospolita: Polkomtel noticed the agreement with mPunkt On 21 December 2009 Polkomtel noticed the agency agreement with mPunkt effective as of 31 March, 2010. A possible reason was the takeover of the distributor by Cyfrowy Polsat.</p>

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Volume (PLN ths.)
23-12-2009	13.80	13.55	13.76	1.55%	7 026
22-12-2009	13.65	13.30	13.55	1.42%	17 793
21-12-2009	13.48	13.30	13.36	0.45%	26 505



News

Press release

The Management Board of Cyfrowy Polsat S.A. informs that pursuant to available information, due to the fact that Polkomtel S.A. has noticed the agency agreement with mPunkt Polska S.A., effective as of 31 March 2010, in the near future, talks will be held with Polkomtel S.A. aiming at signing a new agreement. A new agreement would reflect the current business situation of the mPunkt chain, considering the peculiarity of Cyfrowy Polsat S.A.'s business.

In the event that there is no agreement with Polkomtel S.A., pursuant to previously considered scenarios, mPunkt Polska S.A. will continue talks with other business partners aiming at concluding a long-term relation.