



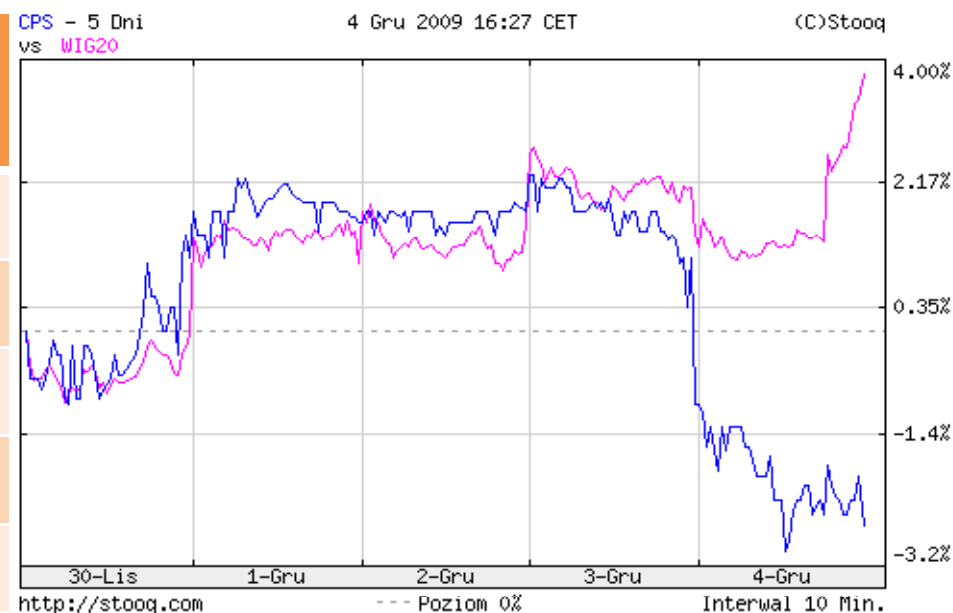
Press about Cyfrowy Polsat	Date	Press about DTH/MVNO market in Poland
<p><b>Eurobankier.pl: Cyfrowy Polsat will start the fixed telephony up in IV quarter 2010</b> In the IV quarter of the next year we want to launch „fixed line” telephony, and as a result we will become a quadruple play operator- said Dominik Libicki the President of Cyfrowy Polsat on a press conference.</p>	30.11	<p><b>Parkiet: Plus and Cyfrowy Polsat believe in the network.</b> Plus will show the new service on a press conference on Monday - the fast access to the Internet in the HSPA+ technology, with which he wants to compete in major cities, Cyfrowy Polsat began tests of the similar service.</p>
<p><b>Dziennik Gazeta Prawna: Cyfrowy Polsat has 3 million subscribers</b> Cyfrowy Polsat has 3 million subscribers-informed yesterday Dominik Libicki the President of Cyfrowy Polsat, the largest operator of the pay satellite television. In two months from the end of the III quarter the company acquired about 80 ths. new subscribers.</p> <p><b>Parkiet: The Management Board is aiming at increased loyalty</b> Tests of the broadband Internet in the HSPA+ technology are being directed at customers of Cyfrowy Polsat. Commercially the service will start in the first quarter 2010, and in the second quarter is supposed to become a part of a integrated services package. The platform also launched the video on demand. The service will be available to all customers of the platform on 15 satellite channels dedicated to this service.</p> <p><b>Media2.pl: Cyfrowy Polsat: The second set-top box in present.</b> Concluding an agreement for Family Package and Super Film Package as a part of Christmas promotions on 29 or 13 months, subscriber receives the second set-top box as a gift (in rental option for PLN 0) with pre-paid Mini Max Package for the entire period of the main agreement.</p>	1.12	<p><b>Dziennik Gazeta Prawna: Zygmunt Solorz-Żak is lowering rates for the Internet.</b> A mobile access to the Internet is the fastest growing sector of the Polish telecommunication market. In June - according to the European Commission – the service had 1.78 m users , 1 m more than in 2008, when Play was launched as first offer with very attractive prices. Competitors immediately reacted. PTK Centertel radically raised limits of data transfer to 37 GB monthly for PLN150, and 2 GB for PLN39.5. Old customers of Polkomtel can also use new, larger limits (2 GB for PLN49 up to 26 GB for PLN160) and started commercially HSPA+. Polska Telefonía Cyfrowa, in September launched HSPA+, and is not raising limits (0.3 GB for PLN29, up to 16 GB for PLN149). P4, not changing limits of the data transfer, entered promotional reductions in the subscription fees to PLN1 even for 5 months.</p> <p><b>Gazeta Wyborcza: Internet in Poland: faster and faster.</b> Starting from today Polkomtel, and in 2010 Cyfrowy Polsat mobile Internet will be available with speed up to 21 Mb/sec. It appears from Polkomtela information that the market of mobile data transmission is worth as much as c. PLN 1.3 bn, but PricewaterhouseCoopers estimates, that to 2012 - will be worth c. PLN 3 bn.The share of the mobile Internet in the entire Internet market grows quickly – from 15% in June 2008 to 19% in January 2009. From the Gemius research results, it is clear that price is not the key element in the decision process while buying high speed of the data transmission price is a crucial factor deciding on choice of the offer of the Internet.</p> <p>Also European Union is aiming at the mobile Internet. And by the 1 January 2010 EU will invest euro 18m in research serving the development of next generation of cellular networks 4GB data transfer with the speed up to 100 Mb/sec.</p>



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<p><b><i>Dziennik Gazeta Prawna: Thanks to the fast Internet we are building the media group</i></b></p> <p>The market is becoming more and more competitive, and acquiring new clients will be more difficult. First of all, the number of households without access to the pay television is smaller, the market gradually is becoming saturated. Second of all new services, such as the video on demand, digital recorders or HD channels which helped with development of this market in two last years, in a minute will almost be standard, and as a result it will be harder to attract new customers with them. Therefore Cyfrowy Polsat, apart from television and the mobile, to further differentiate the offer from its competitors. Telekomunikacja Polska is trying to enter the television market, we are launching access to the Internet. It is called convergence- said Zygmunt Solorz-Żak.</p> <p><b><i>Puls Biznesu: It is a project of my life</i></b></p> <p>I will not compete with Era, Plus and Orange. I found the niche, quite big. - said Zygmunt Solorz-Żak. Cyfrowy Polsat started tests of the broadband Internet, and in the first quarter 2010 will launch it commercially. We are building the network taking into consideration customers of Cyfrowy Polsat. The majority from them are located in suburbs, in small towns and villages, where is no Internet or it is in poor quality and we are going to aim our service at them- said Zygmunt Solorz-Żak.</p>	3.12	
	4.12	<p><b><i>Gazeta Wyborcza: UOKiK is investigating whether mobile operators established a cartel</i></b></p> <p>Controllers of UOKiK entered to offices of some cellular operators and the office of the Info-TV-FM company and its main shareholder - NFI Magna Polonia fund, in order to check, whether they are in cartel, and therefore do not want to cooperate in implementing mobile television in Poland. The possibility of searching offices of companies exists in every situation, when the president of UOKiK suspects, that a cartel was created and practice limiting the competition are applied.</p>

### Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Volume (PLN ths.)
4-12-2009	13.52	13.20	13.25	-1.85%	10 288
3-12-2009	13.98	13.50	13.50	-2.88%	18 698
2-12-2009	13.93	13.84	13.90	0.14%	3 410
1-12-2009	13.97	13.65	13.88	0.58%	3 403
30-11-2009	13.90	13.50	13.80	1.47%	5 183



### News

#### New promotions:

We launched new attractive promotions with exceptional presents for all viewers interested in the satellite television. Concluding an agreement on Family Package and Super Film Package as part of Christmas promotions customer receives a second set-top box as a gift in the rental option with Mini Max Package for PLN 0 on 29 or 13 months .