



Press about Cyfrowy Polsat	Date	Press about DTH/MVNO market in Poland
<p>Rzeczpospolita: Better valuation for Cyfrowy Polsat Deutsche Bank analysts in the report dated 11 January 2010 increased investment recommendation for Cyfrowy Polsat from „hold” to „buy”. The target price was increased from PLN 16.8 up to PLN 17.</p>	12.01	
	13.01	<p>Parkiet: Inea will invest PLN 71m in technologies and services Southern Polish cable operator is entering mobile market. Company is starting with the subscription offer, similarly to the other operators that do not own the infrastructure. With the subscription of PLN 25 customer receives 30 minutes, and PLN 50 zloty – 70 min. Every next minute costs PLN 0.29 (PLN 0.64 to Play and the Cyfrowy Polsat).</p>
<p>Parkiet: The biggest player got close PLN 1m of the penalty, Gazeta Wyborcza: Million of the penalty for Cyfrowy Polsat, Dziennik Gazeta Prawna: Penalty for Cyfrowy Polsat, Polska: UOKiK punished Cyfrowy Polsat Office of Competition and Consumer Protection recognizes that the provisions, set out in the Terms of Service provision with the wording as follows: "In the event of occurrences beyond the control of Cyfrowy Polsat, considered force majeure, in particular of legal, technical, or economic nature, Cyfrowy Polsat reserves the right to introduce changes to the number, or type of television, or radio channels available within the Basic Package, or Additional Packages." as practice breaching the collective interests of consumers and states that they were ceased on 16 November 2009. Moreover the President imposes a cash fine of PLN 993,597.</p>	14.01	<p>Rzeczpospolita: UOKiK investigates terms and conditions of platforms and cable operators UOKiK decision is not valid and Cyfrowy Polsat is going to appeal from it. Four years ago after UOKiK intervention, Digital Canal+, owner of Cyfra+ amended terms and conditions, emphasizing in it that a change of the programming offer allows subscriber to terminate an agreement. The Office is probably checking agreements of ITI Neovision, an owner of the platform n. However this matter also concerns cable operators.</p> <p>Dziennik Gazeta Prawna: PLN 1.8 bn for the start of the digital terrestrial television Producers of TV sets and set-top boxes for the reception of the digital terrestrial signal will split this money between themselves. About 5m households will have to buy such equipment. Also companies modernizing the transmitting infrastructure will gain. Broadcasters, from one side would like the digital television. But to reach viewers, they must build the infrastructure themselves, because the government will not give any PLN for it.</p>



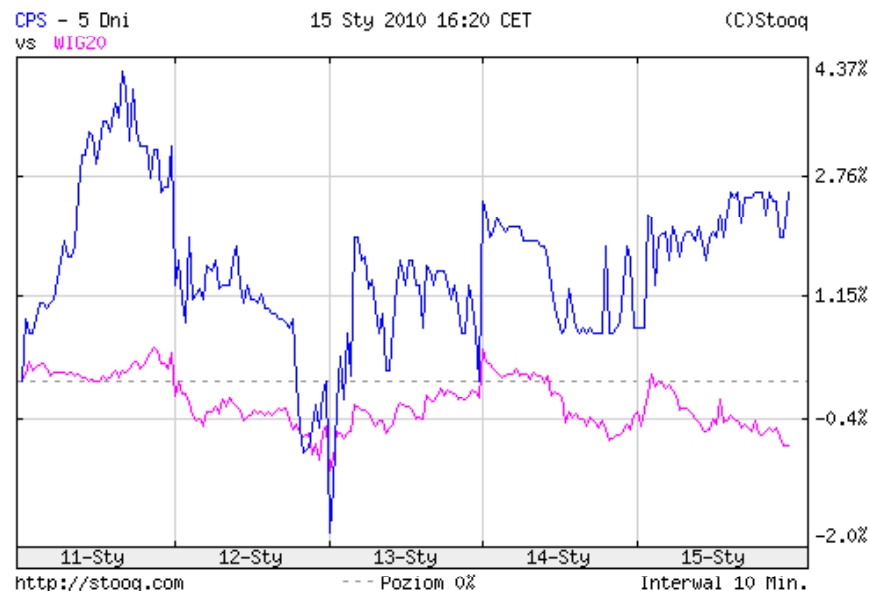
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	15.01	Media2.pl: Greater reach of mobile television Even though none of the operators decided to enter mobile television commercially into their offer - the new service is entering next cities. Mobile television operates in Poznan.

Change in the recommendations

Date	Company	Recommendation	Target price (PLN)	Share price on the recommendation date (PLN)
12 January 2010	UniCredit	Buy	18.10	14.96
8 January 2010	Deutsche Bank	Buy	17.00	14.40

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Volume (PLN ths.)
15-01-2010	15.50	15.15	15.50	1.91%	19 808
14-01-2010	15.50	15.19	15.21	0.73%	11 535
13-01-2010	15.40	14.71	15.10	0.00%	7 790
12-01-2010	15.59	14.94	15.10	-3.21%	10 336
11-01-2010	15.78	15.00	15.60	5.41%	29 796



News

Current report: 2/2010
12-01-2010

Receipt of a decision of the President of the Office of Competition and Consumer Protection regarding the proceedings concerning the practices breaching the collective interests of consumers by Cyfrowy Polsat S.A.

The Management Board of Cyfrowy Polsat S.A. ("the Company") informs that with regards to current report 30/2009 of 14 August 2009, it received decision number 11/2009 of 31 December 2009 stating that the President of the Office of Competition and Consumer Protection recognizes that the provisions, set out in the Terms of Service provision with the wording as follows: "In the event of occurrences beyond the control of Cyfrowy Polsat, considered force majeure, in particular of legal, technical, or economic nature, Cyfrowy Polsat reserves the right to introduce changes to the number, or type of television, or radio channels available within the Basic Package, or Additional Packages." as practice breaching the collective interests of consumers and states that they were ceased on 16 November 2009.