



The press about Cyfrowy Polsat	Date	The press about DTH/MVNO market in Poland
<p><b>Telepolis.pl: Telephone subscription of PLN 1 from Cyfrowy Polsat</b> Cyfrowy Polsat prepared unusual offer of mobile services: a monthly subscription fee of PLN 1 in the entire period of the agreement, with 30 minutes to every networks monthly.</p> <p><b>Gazeta.pl: Cyfrowy Polsat started offering broadband access to the broadband Internet</b> „Start Package" provides with 200 MB of data for PLN 1 monthly in the entire period of the agreement. Moreover, at every stage of using the service it is possible to adapt it to our current needs through the activation of extra packages. Cyfrowy Polsat offers the Internet based on the agreement with Sferia and Aero 2.</p> <p><b>Mobile Internet: Sierra Wireless USB 307</b> „ Except for the possible high temperature of the case, the modem is working very well and steadily. During several weeks of tests I could not use the internet despite having a signal only once - it was not possible to connect to the Internet, but a reconfiguration of the network of the operator was most probably a reason. ” – comments Maciej Bębenek</p>	01.02	



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<p><b>Rzeczpospolita: <i>Cyfrowy Polsat is extending services offer</i></b> The company started offering the service of an access to the Internet, for the 1.2 GB transfe subscriber will monthly pay PLN 30, and for 3.2 GB - PLN 50. For comparison, for the transfer of 2 GB in Blue-connect (PTC) and iPlusie (Polkomtel) customer pays PLN 49, in Orange Free (TP group) - PLN 39.5. These offers differ in the speed of the data transfer, but minimal is 2 Mb/sec</p>	02.02	<p><b>Puls Biznesu: Next telecom will try to pluck the part of the mobile market</b> Dialog is starting with the mobile brand– Diallo and plans to sell several thousand of mobile services this year. It counts mainly on its existing customers. It wants, thanks to this services, to offer the quadruple play service - Internet, television, fixed and mobile telephony.</p>
	03.02	<p><b>Puls Biznesu: <i>Inhabitants of Gliwice are racing Solorz.</i></b> The KCSP company is casting a net on village Cyfrowy Polsat is aiming at the similar segment. The Last Mile is an offer for entrepreneurs and local governments. The agreement is simple - they are getting subsidies from the EU to the development of the Internet, KCSP offers them an advice and it builds networks in the technology called Wi-Fi Mesh.</p>
	04.02	<p><b>Dziennik Gazeta Prawna: <i>Cyfra+: the sale of decoders will still be growing</i></b> Cyfra + is planning to keep the rate of customers growth from 2009, which means, according to GDP estimates, acquisition of almost 200 ths. of new customers. Approximately it got that many customers in the previous year, ending it with 1.6m subscribers.</p>



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	04.02	<p><b>Gazeta Wyborcza: Operators still are surpassing themselves in offers... of home telephnons.</b></p> <p>Soon Orange will start with the offer of the fixed line telephone. The service will be provided not via cables (the operator already has such a service), but in the radio technology. It is next mobile operator that will add a fixed line services to the offer. Cyfrowy Polsat will offer the fixed line telephone in the second half of year as a „bonus ” to the service for customers who are using three other services.</p>
<p><b>Rzeczpospolita: <i>The satellite platform Cyfrowy Polsat will change programming package.</i></b></p> <p>Cyfrowy Polsat expanded its portfolio with four channels, including two HD channels. Starting on Saturday Comedy Central (will replace E! Entertainment), Nat Geo Wild as well as - as additionally paid - Nat Geo Wild HD will be available in the Family Package. In April Cyfrowy Polsat wants to add FOX Life HD.</p> <p><b>Rzeczpospolita: <i>UBS about Cyfrowy Polsat</i></b></p> <p>Analysts of a Swiss investment bank in the report dated 5 February lowered target price for shares of Cyfrowy Polsat from PLN 14 to PLN 12. They did not change their „Sell” recommendation. In the sequence of three last months the rate of company shares grew by 1.4%. On Friday the shares of CyfrowyPolsat were worth PLN 14.09 each.</p>	06.02	



### Investors' calendar

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18 March 2010, 7:00 AM	2009 results release
11 May 2010, 7:00 AM	Q1 2010 results release
26 August 2010, 7:00 AM	1st half of 2009 results release
5 November 2010, 7:00 AM	Q3 2010 results release

### News

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Press release  
01-02-2010

**Cyfrowy Polsat is starting with the Internet in the HSPA+ technology and with new offer of mobile phones**

Monthly subscription fee for the new Cyfrowy Polsat service - broadband Internet – is PLN 1 for the entire period of the agreement. The modern, two-scope modem of the ZTE company is also available from PLN 1. An offer of mobile phones is looking alike – subscription fee with the package of 30 minutes costs only PLN 1. Offers are accessible starting from today in chosen points of sale.

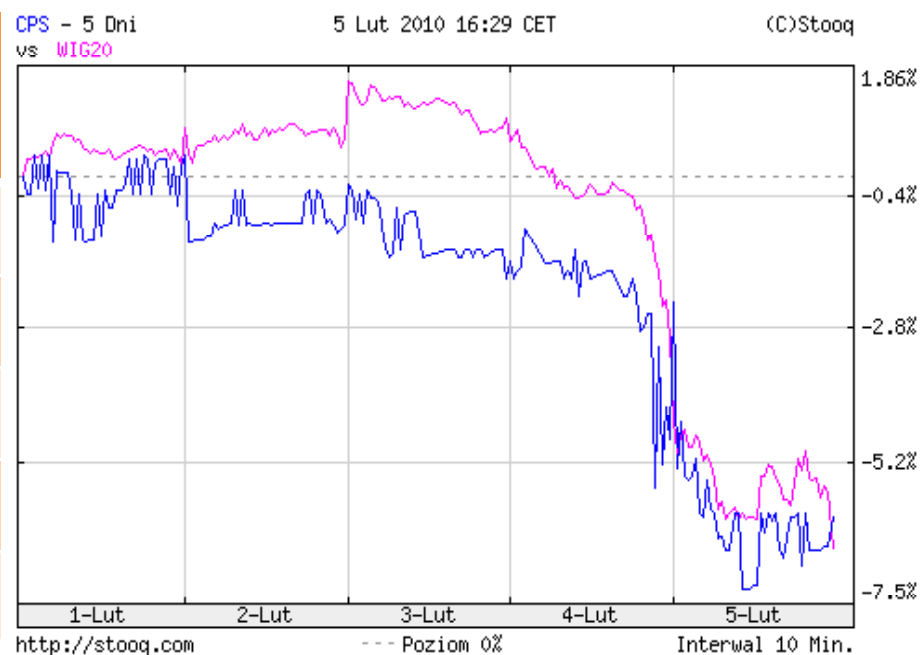
Press release  
05-02-2010

**Cyfrowy Polsat introduce 4 new channels.**

The programming offer of the biggest satellite platform in Poland will be expanded with 4 new channels, including two in HD quality. Tomorrow Comedy Central, Nat Geo Wild and Nat Geo HD Wild will be available, and it is planned adding new channel from the portfolio of the FOX International Channels concern (FIC) - FOX Life HD

### Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Volume (PLN ths.)
01-02-2010	15.14	14.85	15.07	-0.13%	1 337
02-02-2010	15.19	14.85	14.90	-1.13%	4 340
03-02-2010	15.02	14.75	14.75	-1.01%	6 349
04-02-2010	14.89	14.06	14.30	-3.05%	9 114
05-02-2010	14.68	13.78	14.09	-1.47%	6 207



### Recommendations

Date	Company	Recommendation	Target price (PLN)	Share price on the recommendation date (PLN)
26 January 2010	IPOPEMA	Hold	15.30	15.10
5 February 2010	UBS	Sell	12.10	14.00