

Cyfrowy Polsat IR Newsletter

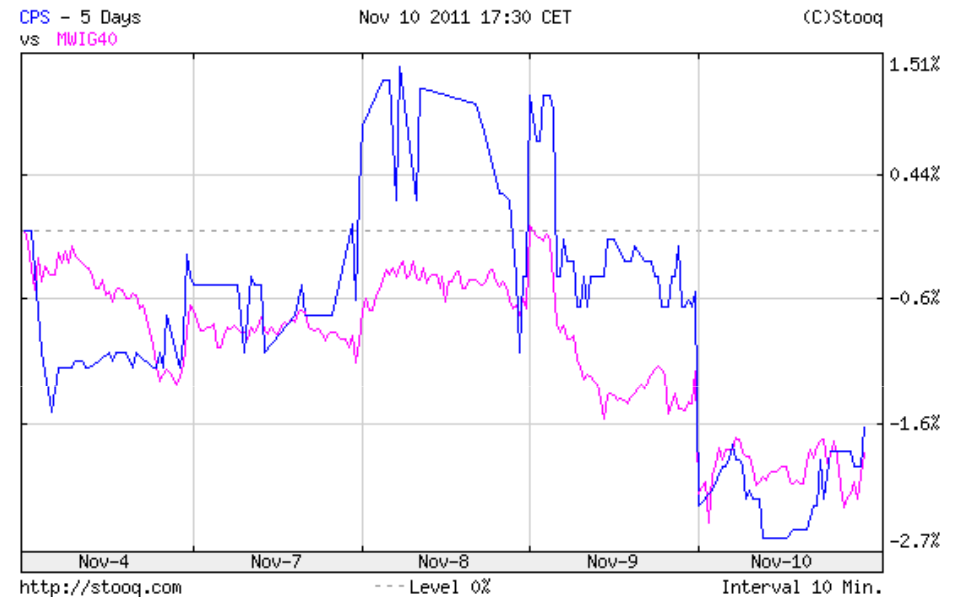
7 – 13 November 2011

The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
	07.11	<p>Newsweek: Lords of TV The time of classic TV passes. Thanks to modern technologies, the viewer is no longer a hostage of the TV program. Today, everyone can decide not only what to watch, but also on which device - the choice is between television, tablet, computer or mobile phone.</p>
	08.11	<p>Dziennik Gazeta Prawna: Lukasz Wejchert unexpectedly leaves ITI. He might take Onet. Lukasz Wejchert, current president of Onet, and his two sisters sell their shares in ITI Group. ITI announced that the acquisition is conditional: "It is expected to be executed together with signing the definitive agreements concerning strategic partnership with Canal + Group before the end of 2011."</p>
	09.11	<p>Dziennik Gazeta Prawna: Netia wants to attract viewers by combining terrestrial channels' offer with internet TV. The biggest competitor of Telekomunikacja Polska (Polish telecom) and cable TV operators throws down the gauntlet to rivals on the market it enters. Netia launched a new service Telewizja Osobista (Personal Television) - the project relies on the free offer of terrestrial and internet televisions. HBO, global TV broadcaster, became a partner of the operator.</p>
<p>Dziennik Gazeta Prawna: Solorz-Zak has supreme power over Plus network. From yesterday, Spartan Capital Holdings, a company of Zygmunt Solorz-Zak, is formally the owner of Plus mobile network. Mr Solorz-Zak will be its president and a member of the supervisory board for the next three months. A key element of the strategy of Solorz-Zak's telecommunication and media empire (Plus, Cyfrowy Polsat with Telewizja Polsat, Midas Group) is development of a nationwide LTE network.</p>	10.11	

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<p>Puls Biznesu: Polsat extends its range Mobile TV, developed on the basis of Info-TV-FM, may be the first synergy of Polkomtel and Cyfrowy Polsat. <i>-We focus on the users of tablets and smartphones - says Zygmunt Solorz-Zak. - Without capital synergies between Cyfrowy Polsat and Polkomtel, launching mobile TV would not be possible - says the businessman.</i> UKE changed the reservation for Info-TV-FM by crossing out the obligation to keep to DVB-H standard. It is commonly believed on the market, that Zygmunt Solorz-Zak will launch DVB-T TV. To sum up - Cyfrowy Polsat bought a quarter of the terrestrial television market for relatively cheap (PLN 29 million). This is important, as it can increase the range, and hence advertising revenues of Telewizja Polsat.</p>	<p>10.11</p>	
	<p>12.11</p>	<p>Parkiet: Weak outlook and devaluation of TVN In the third quarter, weakening advertising market pestered TVN. Group lowered its forecasted revenue growth in this year from 7% to 5%. TVN also anticipates additional cost reaching PLN 20 million related to the planned merger of "n" platform with competitive Cyfra+ and the restructuring of the television segment. TVN denied the rumors about the sale of Onet.</p>

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Trade value (PLN ths.)
07-11-2011	14.61	14.40	14.61	0.76%	330
08-11-2011	14.78	14.26	14.50	-0.75%	794
09-11-2011	14.74	14.36	14.48	-0.14%	1 814
10-11-2011	14.30	14.16	14.30	-1.24%	4 097



Investors' calendar

1 - 14 November 2011	Closed period before results presentation for 3rd quarter 2011	
Publication of results for 3rd quarter 2011		
14 November 2011	Publishing 3rd quarter 2011 report (after the market closing)	
15 November 2011	10:00 am	Meeting with investors and analysts
	12:00 pm	Meeting with journalists
	16:00 pm (CET)	Conference call with investors and analysts
	Details of conference call:	
	Date	15 November 2011
Time	16:00 pm (CET)	
Phone number	+44 (0) 1452 555 566 (international)	
	00 80 012 126 55 (Poland)	
ID	23918785	