

# Cyfrowy Polsat Newsletter

14 – 20 February 2011

The press about Cyfrowy Polsat	Date	The press about DTH/MVNO/Internet market in Poland
	14.02	<p><b>Gazeta Wyborcza: Internet to be controlled</b>                      The era of unregulated development of Internet television in Poland has finished. Already this year, it will be controlled by the National Broadcasting Council (KRRiT).</p>
	15.02	<p><b>Rzeczpospolita: Mobile Internet rules</b>                      Mobile telecommunications new standard - LTE dominated the Mobile World Congress in Barcelona.                      In Poland, investments in LTE infrastructure are launched by Mobyland and CenterNet, the companies associated with Zygmunt Solorz-Zak. High-speed Internet service based on the networks of these operators will be offered to individual subscribers by Cyfrowy Polsat.</p>
	16.02	<p><b>Parkiet: Wholesale rates go down by half</b>                      Mobile operators have begun to sign amendments to contracts concerning wholesale billing for text messages, that contain schedules of lowering wholesale price per text message.                      Wholesale revenues of the operators from text messages admission to their networks are estimated to decrease by half.</p>
	18.02	<p><b>Gazeta Finansowa: Multimedia content and megafast networks</b>                      The telecommunications market will grow thanks to investments in mobile Internet in HSPA + and LTE technologies.                      Market analysts forecast a success for Cyfrowy Polsat's project. They believe that LTE Internet will win the market and in the next five - ten years may become as widespread in Poland as GSM technology today.</p>

## Latest events

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**Press release**  
**14 February 2011**

### **Cyfrowy Polsat – the largest HD platform in Poland**

The number of Cyfrowy Polsat subscribers using high-definition set-top boxes has exceeded one million. Thus Cyfrowy Polsat has become the largest Polish digital HD platform.

More than one million Cyfrowy Polsat subscribers use HD set-top boxes, that is nearly one-third of the total subscriber base, which at the end of 2010 amounted to nearly 3.5 million.

*One million subscribers with HD set-top box makes a big reason for us to be satisfied. In recent years, this technology became widespread, and customers' interest in it continues to grow. A significant number of households have already exchanged television sets for new HD models and increasing number of channels are available in high definition standard. That boost the customers' desire to buy set-top boxes and HD services - said Dominik Libicki, President of Cyfrowy Polsat S.A.*

Cyfrowy Polsat offers HD services since November 2007. Each of the TV packages provides access to selected HD channels. In total, subscribers can choose from 14 high-definition channels on various topics. This year, the platform plans to enrich the offer with additional HD channels.

Cyfrowy Polsat customers can choose from HD and HD PVR set-top boxes. The latest model of the PVR set-top box, the only one on the market with a removable hard drive, is manufactured by world's famous manufacturer - Sagemcom. Since last year, HD set-top boxes - HD5000 model - are manufactured in Cyfrowy Polsat Technology factory, which operates since 2007.

**Press release**  
**18 February 2011**

### **2 million set-top boxes from Cyfrowy Polsat Technology factory**

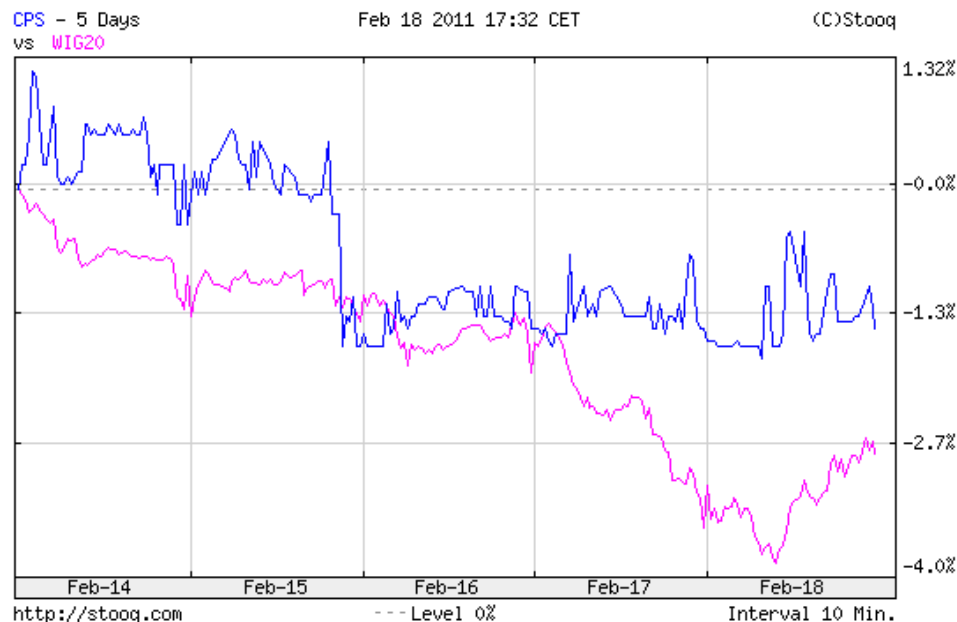
2-millionth set-top box left the production line of Cyfrowy Polsat Technology factory. This year, the company plans to produce another million of set-top boxes, only for our own needs, most of them in HD standard.

Cyfrowy Polsat Technology has already produced five models of digital set-top boxes - Mini, Family, F300, M100 and HD5000 model in high-definition standard. They were all designed from scratch - both hardware and software - by our team of designers and fully manufactured in the factory in Targówek (Warsaw). Over the past three years we produced a total of 2 million set-top boxes. In 2010, the most of the set-top boxes were manufactured in HD technology. This year, the company plans to produce another million of set-top boxes.

*Due to the growing demand for HD services, a significant part of set-top boxes, which will leave the factory this year, will be produced in high definition standard. We have ambitious plans for 2011. We intend to produce another million of set-top boxes. In addition to the HD5000 model, we plan to introduce a new model, also adapted to receive high-definition television - said Dominik Libicki, President of Cyfrowy Polsat S.A.*

## Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Volume (PLN ths.)
14-02-2011	15.30	15.01	15.10	0.27%	4 468
15-02-2011	15.19	14.80	14.82	-1.20%	4 069
16-02-2011	14.90	14.75	14.90	0.68%	1 969
17-02-2011	14.95	14.80	14.94	0.74%	4 177
18-02-2011	15.05	14.78	14.88	0.34%	4 320



## Investors' calendar

17 March 2011

Publication of annual report and consolidated annual report for 2010