

Cyfrowy Polsat IR Newsletter

25 – 31 July 2011

The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
	25.07	<p>Gazeta Wyborcza: Lord of Polkomtel The new owner of one of the largest mobile operators in Poland, believes that high-speed mobile Internet will soon be available in every Polish home. This belief led Zygmunt Solorz-Zak to pay PLN 15.1 billion for the purchase of Polkomtel. Solorz-Zak is still waiting for the approval of the antimonopoly authorities. If he gets it, he will build the first in Poland and one of the few in the world, capital group that links television and mobile telephony.</p>
	27.07	<p>Gazeta Wyborcza: The first multiplex, and in it ... New digital channels, that will be launched on the first multiplex of terrestrial television, are looking for partners. ATM Group will probably cooperate with Polsat. U-TV talks with TVN.</p> <p>Polityka: Sharks approach TVN Several big global players (ex. Vivendi, Bertelsmann, Time Warner) are interested in buying TVN. The new owner of TVN Group can quickly change the political and media landscape. A marginalization of TVN or a change of its political sympathies could worsen the struggle for influence in TVP. It could also strengthen the position of Polsat.</p>
	28.07	<p>Gazeta Wyborcza: Solorz invites to online alliance The owner of Cyfrowy Polsat considers creation of a Polish equivalent of Hulu (a website created by American TVs, which offers a selection of series and entertainment programs for free). Zygmunt Solorz-Zak invites the competitors to talks, but they are busy with development of their own web services.</p>

The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
	28.07	<p>Rzeczpospolita: Sale of Emitel pushing up TP profits The Group ended the second quarter with a net profit of almost PLN 1 billion. It plans to buy back shares for PLN 800 million. However, Telekomunikacja Polska (Polish telecom) revenues decreased by 4.9% to PLN 3.79 billion due to shrinking fixed line telephony business and poor performance of Internet business.</p> <p>Dziennik Gazeta Prawna: TP Group and T-Mobile are going to fight with P4 and Plus Sales of Internet and television services are supposed to pull TP Group's business in the second half of the year. The company is not interested in buying TVN, but it will consider buying 'n' platform. The partnership with T-Mobile over building the network will play an important role as it will allow both operators to cut costs by up to 30 percent.</p>
	29.07	<p>Puls Biznesu: Dialog is waiting for Polkomtel KGHM will choose the investor for the operator after the approval of the antimonopoly office for acquisition of Plus. MNI is glad because, according to speculations, the delay may allow the company to obtain financing for the acquisition.</p> <p>Dziennik Gazeta Prawna: Digital TV messes up in ether 16 nationwide digital channels will be available with the launch of digital broadcasting. This means a higher competition on the advertising market for the current nationwide broadcasters. Digitization will also strengthen the competition on the thematic channels market. It will force broadcasters to increase investment in development of programs and to spend more on promotion. Start of digital terrestrial television may also affect the pay-TV market. - With the current, highly saturated pay-TV market and the high quality of our offer, digital terrestrial television will have a marginal impact on our business - says Olga Zomer, Cyfrowy Polsat spokesperson.</p>

The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
	31.07	<p>Wprost: Telecommunications means the future Group consisting of Polkomtel, Cyfrowy Polsat, TV Polsat and related telecommunications companies clashes with TP SA. The market was also shook by the purchase of PTC by T-Mobile. KGHM sells Telefonía Dialog. It's not the end of major changes for investors.</p>

Latest events

Current report no. 57
27 July 2011

Appointment of the certified auditor for audit of financial statements of the Company and Cyfrowy Polsat Group for the fiscal year ended 31 December 2011

The Management Board of Cyfrowy Polsat S.A. ("Company") hereby informs that on July 27, 2011 it was notified that the Supervisory Board of the Company in accordance with article 19 sec. 2 letter h of the Company's Articles of Association and pursuant to Article 66 sec. 4 of the Accounting Act dated 29 September 1994 resolved on July 5, 2011 by circulation to appoint KPMG Audyt Spółka z ograniczoną odpowiedzialnością Spółka Komandytowa, seated in Warsaw, address: Chłodna 51, registered in auditors register under the number 3546, as a certified auditor for the audit of the standalone financial statements of Cyfrowy Polsat S.A. and the consolidated financial statements of Cyfrowy Polsat Group for the fiscal year ended 31 December 2011.

The company previously used the services of KPMG Audyt Spółka z ograniczoną odpowiedzialnością Spółka Komandytowa (KPMG Audyt Sp. z o.o. before the change of the legal form) for review and audit of financial statements for the years 2005 - 2010.

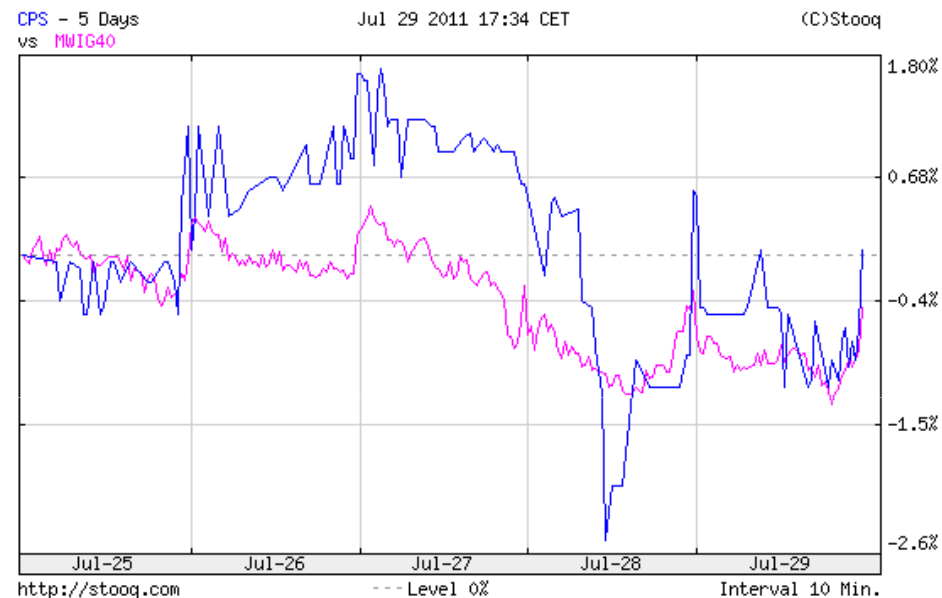
Press release
27 July 2011

The main Polish football games live on Polsat sports channels and on Cyfrowy Polsat platform

T-Mobile Ekstraklasa (football top league) in Cyfrowy Polsat, is another great sports excitement for all football fans in Poland available on Polsat TV channels: Polsat Futbol, Polsat Sport HD, and promotional on Polsat Sport and Eurosport 2 and Eurosport 2 HD. Each league round means four match days and up to six matches of Polish teams for the subscribers of Cyfrowy Polsat. Sport editorial of Polsat will provide a magazine summarizing league events of each day of the tournament. Additionally, the matches will be available on the Internet through Cyfrowy Polsat's Sterfa Wideo (catch-up tv service) and live on Internet TV Ipla, thanks to sub-licenses granted by Telewizja Polsat.

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Trade value (PLN ths.)
25-07-2011	16.09	15.95	16.00	-0.50%	2 187
26-07-2011	16.30	16.10	16.27	-0.12%	2 423
27-07-2011	16.39	16.20	16.23	-0.86%	979
28-07-2011	16.18	15.62	15.89	-1.91%	2 464
29-07-2011	16.18	15.89	15.95	-1.48%	2 014



Investors' calendar

5 August 2011	Extraordinary General Meeting of Cyfrowy Polsat S.A.
31 August 2011	Publication of results for the first half of 2011