



EXTREME SPORTS CHANNEL POWERS INTO ITALY IN HD

Extreme Sports Channel - the home of thrilling lifestyle, adventure and action sports programming - is to be introduced to Italy on 1st February, marking its international debut in high definition (HD), leading international broadcaster Chello Zone announced today.

The channel's HD feed will be a simulcast of the standard definition feed launched in 1999, which now broadcasts to over 25 million subscribers in 66 territories and in 12 languages across Europe, the Middle East and Africa (EMEA). The content management and delivery will be managed by Chello Zone's sister company Chello DMC. The inaugural launch on Italy's Sky platform sees the channel's entrance into the HD market and from there it will begin rolling out to operators across the EMEA region.

"Extreme Sports Channel's globe-trotting challenges, exhilarating documentaries and action sports championships are perfect content for HD viewing," said Louise Cottrell, Chello Zone's VP Affiliate Sales. "We're looking forward to working with Sky to launch the Extreme Sports Channel brand in Italy as part of their Entertainment package, and expect the new high definition feed to roll out across the rest of EMEA in the coming months."

HD programming on the new channel feed will include the premiere of *Dr Danger* series 2 - following Dr Bob Arnot's exploration of some of the world's most dangerous territories - plus the fifth series of drag racing show *Pinks* and wrestling with *TNA Greatest Matches*. These new acquisitions will join channel favourites *Mantracker*, *Fantasy Factory* and *Dew Tour*; later in the year, viewers will experience *X Games 2012*, witnessing the world's top action sports stars in full HD.

Tim MacMullen, General Manager of Extreme Sports Channel, said: *"Set in some of the most breath-taking locations across the globe, Extreme Sports Channel is bursting with fast-paced action sports and adventure programming. In HD, viewers will feel even closer to the action and see every FMX stunt, MMA headlock, skate jump, Amazonian expedition and Alpine trek in the best possible quality. The channel's content packs a punch, and the launch*

in HD marks its commitment to delivering the highest quality entertainment viewers have come to expect from the world leader in action sports TV”.

Extreme Sports Channel will be Chello Zone’s third channel brand available on the Sky platform in Italy, joining Horror Channel and children’s channel JimJam.

Chello DMC is to deliver the localised play-out solution for the SD and HD feeds that will enable Extreme Sports Channel to tailor its content and commercial opportunities to the local market. Both Chello Zone and Chello DMC are owned by international media company Chellomedia.

Robin Kroes, Vice President, Commercial, Operations and Corporate Development at Chello DMC said: “The trend towards country specific channels in both SD and HD continues as clients look to further enhance their offerings. Chello DMC is leading this charge with cost effective and leading-edge solutions that optimise channels to create richer and deeper experiences for both their advertisers and audiences”.

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About Extreme Sports Channel

The world renowned Extreme Sports Channel is *the* only TV destination for the world’s most thrilling and inspirational lifestyle, adventure and action sports programming. From gripping documentaries to globe-trotting challenges and sports championships, Extreme has it all.

The channel captures the pure passion of people who live out their dreams and embark on amazing expeditions; celebrates those who use skill, wit and determination to achieve their goals; and showcases the world’s most talented action sports athletes.

Extreme Sports Channel launched in 1999 and is now available to over 25 million subscribers in 66 territories and 12 languages across Europe, the Middle East and Africa. Online, the channel offers live streaming of events via www.extreme.com the ultimate online destination for action sports fans.

Extreme Sports Channel is part of the channel portfolio owned by leading international broadcaster Chello Zone - a business unit of Chellomedia and the European content division of Liberty Global, Inc. For more information, visit www.chellozone.com.

About Chello Zone

Chello Zone is a leading international broadcaster and distributor of thematic television channels across Europe, the Middle East, Africa and Asia. With drama, factual, sports, movies, children's and lifestyle television, its channels offer something for everyone.

The company owns a portfolio of five consolidated channel brands: Zone Reality, Zone Romantica, Fantasy, Extreme Sports Channel and preschool channel JimJam. Chello Zone also operates a number of joint venture and managed channel services in the EMEA region, including Outdoor Channel; Food Network and Fine Living Network with Scripps Networks Interactive; and a portfolio of six UK entertainment channels with CBS Studios International.

The consolidated and joint venture channels reach audiences in more than 160 million homes across over 100 countries and in 25 languages.

Chello Zone is a business unit of Chellomedia, a leading international media company, and the European content division of Liberty Global, Inc. For more information, visit www.chellozone.com.

About Chello DMC

Chello DMC is one of Europe's leading providers of channel playout services, TV distribution and content delivery for new media applications. The Amsterdam based advanced digital media facility specialises in multi-lingual and multi-platform broadcasting in standard and high definition.

Chello DMC currently transmits over 60 channels across continental Europe, the UK, Middle East, Asia and South Africa including National Geographic Television, E! Entertainment, MGM, History Channel, Extreme Sports Channel, Zone Reality, Playboy and others.

Chello DMC is owned by Chellomedia, the European content division of Liberty Global, Inc. and a leading international media company & distributor of channels, content and video services.

For more information please visit www.chellodmc.com.