



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

Denali Media Switches to OpenTV's Ad Management Technology

*OpenTV's Advertising Billing & Traffic System Footprint Grows
as the largest Alaskan MSO Deploys OpenTV's EclipsePlus® Technology*

San Francisco, CA, March 11, 2014 – OpenTV, the Advanced Advertising division of the Kudelski Group (SIX: KUD.S) and the advertising foundation of choice for many of the world's largest media companies, announced today that Denali Media Holdings has selected and deployed its flagship integrated advertising billing and traffic system, EclipsePlus®, to manage the cable network's advertising operations. Denali Media Holdings is a subsidiary of GCI, Alaska's largest telecommunications company. Its cable television services alone pass 90 percent of the state's households with 64 percent penetration.

OpenTV Advanced Advertising continues to grow its footprint and enables MVPD (multichannel video programming distributors) media sales organizations to manage and adjust to the ever-evolving complexity of multi-channel advertising campaigns more reliably and efficiently. Through its enhanced multi-network ordering, verification and reporting capabilities, OpenTV's EclipsePlus can handle thousands of local and interconnect networks and schedule complicated channel environments, thereby reducing manual workload and maximizing ad revenue.

"We decided to make the move to the Eclipse Traffic and Billing system to give us better inventory control, more efficient order entry, including direct import and a billing segment that could be done with less time involved. After 60 days, we are pleased with its performance. The Eclipse trainers and implementation experts were professional and easy to work with. We have also been impressed with their support system and feel comfortable that if there are questions, they will be quick to respond," Carrie Brown, Media Manager, GCI, Denali Media Holdings

"Denali Media runs an innovative media operation and we are proud they selected us as a partner," said Yves Pitton, SVP, Director and General Manager of OpenTV Advanced Advertising. "This is another confirmation of OpenTV being the single most trusted technology partner of choice for advertising operations; we continue to focus on providing the most reliable products that are scalable and adaptable to fit our customers' needs along with the best

customer support in the industry." "We are committed to Denali Media and look forward to helping them maximize advertising revenue."

Delivering performance and scalability, Eclipse*Plus* offers features, processes, and workflows that provide a solid foundation to support the increasing demands of the MSO's advertising sales efforts. As a part of the OpenTV Eclipse product line, Eclipse*Plus* allows an advertising sales team to maximize yield on their inventory while gaining efficiencies in their operating costs.

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About OpenTV

OpenTV is one of the world's leading providers of advanced advertising solutions for media sellers. Trusted to manage more than three billion dollars of revenue a year, OpenTV is the advertising foundation of choice for many of the world's largest media companies. A division of the Kudelski Group, OpenTV is headquartered in San Francisco, California. For more information, please visit www.opentv.com

About Denali Media Holdings and GCI

Denali Media Holdings is a subsidiary of GCI (NASDAQ: GNCMA), Alaska's largest telecommunications company. GCI's cable plant, which provides broadband data services, video, and voice, passes 78 percent of Alaska households. GCI operates Alaska's most extensive terrestrial/subsea fiber optic network which connects not only Anchorage but also Fairbanks and Juneau/Southeast Alaska to the lower 48 states with a diversely routed, protected fiber network. GCI's TERRA fiber/microwave system links 65 communities from the Yukon-Kuskokwim Delta and Bristol Bay to Anchorage, bringing terrestrial broadband Internet access to the region for the first time. GCI's satellite network provides communications services to small towns and communities throughout rural Alaska. GCI's statewide mobile wireless network seamlessly links urban and rural Alaska. GCI is the top provider of voice, data and video services in Alaska, through which consumers can experience entertainment everywhere. More information about GCI can be found at www.gci.com/about.

Contact: Sherry Pugh
OpenTV
Tel: +1 404 545 6818
sherry.pugh@opentv.com