



PRESS RELEASE

DEBBY RUTH JOINS NAGRA-OPENTV TO LEAD ADVANCED ADVERTISING GLOBAL SALES AND MARKETING

- **Cable industry veteran Debby Ruth will add depth and experience to Advanced Advertising business unit**
- **Move further strengthens NAGRA-OpenTV's commitment to advanced advertising initiatives in the U.S. and internationally**

CHESEAUX, Switzerland – 23 May 2012– NAGRA, a Kudelski Group (SIX:KUD.S) company, the world's leading independent provider of content protection and multiscreen television solutions, announced it has hired Debby Ruth as Senior Vice President of Global Sales and Marketing, Advanced Advertising. A veteran of the cable and broadcast industry, Ms. Ruth will drive sales and marketing activities for the advanced advertising business unit both in the United States and internationally.

"NAGRA-OpenTV is a leader in the field of advanced advertising and I am thrilled to be a part of a group focused on the future and on innovation," said Debby Ruth. "NAGRA-OpenTV is a company that is committed to developing solutions that make it easy for operators to embrace complex forms of advertising. The company's international dimension also opens up a whole new level of opportunity for our existing and potential customers. It is an exciting time to be in this industry and I look forward to contributing to the company's success and growth."

Ms. Ruth brings with her nearly 25 years of experience in the cable, broadcast, media and advertising industries. Most recently, Ruth served as Principal of Centerflow Consulting, developing growth plans for companies such as Microsoft, PhoneWorks and Cox. She has worked previously with Time Warner Cable and Starz/Encore Media, as well as Cox Media and Cox Enterprises.

"We are very excited that Debby is joining our team," said Yves Pitton, Senior Vice President, Advanced Advertising and Innovation for NAGRA-OpenTV. "Debby brings with her a wealth of industry knowledge and an impressive track record leading national sales teams. She will be a key contributor in further expanding our footprint and in helping us continue to offer market-leading solutions that service providers can deploy today to make advanced advertising a reality."

NAGRA-OpenTV's advanced advertising products enable service providers to add premium value to television advertising, through sophisticated campaign management, interactivity and addressability, effectively monetizing television through a complete advertising offering. NAGRA-OpenTV's campaign management solutions schedule more than 100 million spots per month and manage more than \$2.5 billion of annual advertising revenue.

**About NAGRA**

NAGRA, a Kudelski Group company, provides security and multi-screen user experience solutions for the monetization of digital media. The company offers content providers and DTV operators worldwide with secure, open, integrated platforms and applications over broadcast, broadband and mobile platforms, enabling compelling and personalized viewing experiences. Its services and content protection technologies are used by 120 pay-TV operators, securing content delivered to over 150 million active smart cards and devices. Its advanced user experience solutions are integrated in over 160 million devices, enabling video-on-demand, personal video recording, advanced advertising and enhanced television applications. Please visit www.nagra.com/dtv for more information and follow us on Twitter at @nagrakudelski.

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