

## Press Release

# Nagravision and Cyfrowy Polsat Extend Long-Term Agreement

**Cheseaux, Switzerland and Warsaw, Poland** – March 31, 2010 – Nagravision SA, a Kudelski Group (SIX:KUD.VX) company and the world's leading independent provider of value-added content protection solutions, today announced the execution of a ten-year Conditional Access System agreement with Cyfrowy Polsat, Poland's leading DTH platform.

Through this new agreement, Nagravision underlines its long-term commitment to Cyfrowy Polsat and its confidence in the on-going growth of digital pay TV in Poland. Cyfrowy Polsat will benefit from the most innovative security solutions available on the market.

"As the leading satellite operator in Poland it is important that we are able to deliver in a secure way an advanced portfolio of services to enable us to attract new and satisfy existing subscribers.", commented Dominik Libicki, CEO of Cyfrowy Polsat. "We have been working with Nagravision for a number of years and I am glad that they continue to support us with innovative solutions which not only develop our business but also generate savings for us. On an increasingly competitive market, having a reliable partner in this field is one of our strengths."

"We are delighted to expand our cooperation with Cyfrowy Polsat, which is built on the trust established over the years between our companies," said Nagravision's Chief Operating Officer Pierre Roy. "Our mutual commitment enables the customization of our solution roadmap to address Cyfrowy Polsat's specific needs over the next years and support their growth."

### **About Cyfrowy Polsat**

Cyfrowy Polsat is the largest pay TV DTH platform in Poland in terms of number of subscribers. As at the end of December 2009, Cyfrowy Polsat had a total of 3.2 m subscribers. Cyfrowy Polsat offers its subscribers 81 Polish language channels, including 9 HD channels. All users of the platform have the VOD Home Film Rental service at their disposal. Cyfrowy Polsat was the first satellite digital TV provider to offer hard disc-enabled set-top boxes with pausing and recording capabilities. In November 2007, it launched its own production of set-top boxes. Utilizing a strong brand and a large subscriber base, the platform began providing mobile telephony services as a MVNO on 8 September 2008 and broadband services on February 2010. Since 6 May 2008, the company has been listed on the Warsaw Stock Exchange. Polaris Finance is the largest shareholder in Cyfrowy Polsat holding 68.2% of shares. More information available at: [www.cyfrowypolsat.pl](http://www.cyfrowypolsat.pl)

### **About the Kudelski Group and Nagravision**

The Kudelski Group (SIX:KUD.VX) is a world leader in digital security and convergent media solutions for the delivery of digital and interactive content. Its technologies are used in a wide range of services and applications requiring access control and rights management to secure the revenue of content owners and service providers for digital television and interactive applications across broadcast, broadband and mobile delivery networks. The Kudelski Group is also a world technology leader in the area of access control and management of people or

vehicles to sites and events. It additionally offers professional recorders and high-end Hi-Fi products. The Kudelski Group is headquartered in Cheseaux-sur-Lausanne, Switzerland. Please visit [www.nagra.com](http://www.nagra.com) for more information.

Nagravision, a Kudelski Group company, is one of the leading independent suppliers of open conditional access systems, DRM and integrated on-demand solutions for content providers and digital TV operators over broadcast, broadband and mobile platforms. Its highly secure technologies are currently being used by more than 120 leading Pay-TV operators worldwide securing content delivered to over 124 million active smart cards and devices. Please visit [www.nagravision.com](http://www.nagravision.com) for more information.

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