



Press Release

Premiere to introduce next generation Nagravision smartcards

- Premiere smartcard swap with newest Nagravision technology will begin in May 2008
- Cooperation between Premiere and Kudelski Group until 2012 confirmed and overall contract value maintained
- Premiere has options to renew contract until 2015 and will introduce third party CA in simulcrypt mode

Cheseaux and Munich, April 15, 2008. The Munich based pay-TV operator Premiere and the Kudelski Group confirm that Premiere will continue to secure its pay TV revenues with Nagravision technology. The latest generation of smartcards will be introduced from May 2008 onwards. The parties confirm their cooperation based on a contract running until 2012 and with a renewal option until 2015 for Premiere.

“Premiere has been a client of our Group since 2003 for digital TV solutions and we look forward to continuing our relationship”, said Pierre Roy, EVP of the Kudelski Group and COO Nagravision. He continued: “Our sustainable approach allows our latest Nagravision technology to secure Premiere’s content in the complex German media environment by allowing Premiere to serve its entire installed base of set-top-boxes, including devices introduced before 2000. We will secure a heterogeneous, structurally very challenging platform ranging from legacy equipment to advanced push-VOD applications. Alongside the renewal of our contract on equivalent overall value we also understand our customer’s need, in the current evolving market context, to additionally introduce a third party CA for some of their customers.”

Hans Seger, Chief Programm and Technology Officer of Premiere, said: “We are confident that the new Nagravision smartcards generation will adequately address security gaps. In line with previous announcements we will be starting the swap in the second quarter. Whoever might have bought an illegal device will lose the investment value and should better subscribe to Premiere to watch our programs.”

Premiere media contact

Torsten Fricke
Company Spokesman
Tel.: +49 89/99 58-63 50
torsten.fricke@premiere.de

Stefan Vollmer
Director Financial and Business Communications
Tel.: +49 89/99 58-63 77
stefan.vollmer@premiere.de

Premiere investors and analysts contact

Susan Eckenberg
Senior Manager Investor Relations
Tel.: +49 89/99 58-10 11
susan.eckenberg@premiere.de

Kudelski Group media contact

Rodolfo Ciucci
Head of Corporate Communications
D +41 21 732 01 81
F +41 21 732 03 00
rodolfo.ciucci@nagra.com

Kudelski Group investors and analysts contact

Santino Rumasuglia
Head of Investor Relations
D +41 21 732 01 24
F +41 21 732 31 44
santino.rumasuglia@nagra.com

About Premiere

Premiere is the leading pay TV operator in Germany and Austria. Today, about eleven million viewers in about 4.2 million subscriber households (including about 630.000 arena and Unitymedia customers Premiere provides with Premiere Fußball Bundesliga) are tuned in to enjoy Germany's finest television. See www.premiere.de or www.info.premiere.de for more information about Premiere.

About the Kudelski Group

The Kudelski Group (SWX: 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. For more information, please visit www.nagra.com