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PMPG on the Internet with Fox International Channels Europe, News Corporation's multimedia arm.

Platforma Mediowa Point Group (WSE: POINTGROUP (PGM)) signed **Memorandum of Understanding (MoU)** with Fox International Channels, News Corporation's multimedia arm, focused on the production and international distribution of Pay TV channels, contents and digital services for Internet and mobile, for establishing a *joint venture* company, with the rights to use the name .Fox Networks which is to offer Internet advertising product sale, online marketing and provide services related to selling online advertising.

Fox International Channels will provide the company with *know-how* and technological infrastructure, including ad server technologies, enabling the sale of advertising on the Internet. Furthermore, it will ensure a steady number of visits from its own advertising network. Dedicated to the management and distribution of on line services to publicists, advertisers and media buyers, .Fox Networks offers its clients the possibility of producing videos for being distributed on the Internet or on the mobile.

The newly-established company will be a controlled subsidiary of PMPG SA. The parties to the joint venture will provide the new company with all Polish Internet resources controlled by them. Other details concerning the cooperation are to be specified in the agreement to be concluded within the next few weeks.

The agreement with Fox International Channels represents yet another step in enhancing the Internet competence of PMPG SA, which will have a significant impact on its presence in that market. Since October, Benita Jakubowska, adviser to the Board for New Media and Member of the Board of Directors of Media Point Group, has been responsible for development of PMPG in the field of digital media.

According to what Jakubowska has said, cooperation with Fox International Channels is a landmark not only for PMPG, which will consequently have an opportunity to create a unique Internet advertising platform. It also is a challenge for the Polish online advertising market, which will have a new competitor making use of the solutions applied by the world leaders.

The agreement with Fox International Channels fits in the Internet strategy of Platforma Mediowa Point Group and provides it with a new stimulus for development. The company will soon present its plans in that area, taking into account cooperation with FIC and changes in the media market, which took place in the past several months.

At present, the Internet is the only developing advertising medium, which is resistant to the recession – despite the decreases observed in the advertising market. In the first half of 2009, revenues in the Internet increased by 7 percent. The Internet is definitely a cheaper advertising medium than traditional media. It offers a growing reach (according to the survey by MillwardBrown SMG/KRC published in April, almost every second Pole uses the Internet) and makes it possible to target the marketing message, becoming at the same time a tool to reach the precisely selected audience. From the marketing point of view, the Internet is used by a group of people which is most attractive to advertisers.

“It was no coincidence that we solicited for partnership with Fox International Channels. We wanted to have a partner that perfectly understands the synergies and changes taking place in the media nowadays” – says Michał M. Lisiecki, President of the Board of Directors of PMPG SA. He stresses that FIC is a leader in that field and an excellent business partner for PMPG.

About Fox International Channels:

Fox International Channels (FIC), a Fox Entertainment unit launched in 1993, is the multimedia company subsidiary of News Corporation that distributes and develops pay TV contents, digital services, on line ad sales and New Media support worldwide through Europe, Latin America, Asia and Africa. FIC develop, produce and distributes entertainment, factual, sports and movie brands such as Fox, Fox Life, Fox Crime, FX, Fox Sports, Speed Channel, Cult, Next, Fuel, National Geographic Channel, National Geographic Wild, Adventure One, Voyage, The History Channel, NG Music, Utilissima and Baby TV. FIC also distributes homologue TV channels in HD and for mobile phones: Fox Life HD, Next HD, National Geographic Channel HD and Fox Mobile. The company has more than 350 million subscribers in 29 languages.

About .FOX Networks:

.FOX Networks, a unit of Fox International Channels, delivers globally, servicing locally, allowing access for the first time to the quality inventory of one of the world's largest media owners, News Corporation, and premium third party publishers. .FOX Networks provides online display, online video and mobile products for predominately branding international advertisers who also require a degree of performance, in addition to the needs of pure direct marketers. .FOX Networks is the largest network in terms of global coverage with over 20 countries in operation. For more information, go to www.foxnetworks.com.

About PMPG SA:

PMPG SA (WSE: POINTGROUP, PGM) is one of the most quickly developing Polish companies in the media and publishing segment. Its consistently implemented development strategy resulted in the establishment of a range of products and services unique in the media and marketing market in terms of diversity and comprehensiveness. PMPG SA offers both advertising space in the traditional media and delivery of

campaigns in the new media as well as the integrated marketing communication service, from strategy through creation and production, to implementation.