



SKY AND FASTWEB SIGN A STRATEGIC COMMERCIAL AGREEMENT THAT CONVEYS SYNERGY

Home Pack: the best pay-TV offer and the most efficient broadband network for internet and landline services, bundled together in a single commercial proposal

One bill, a dedicated call center, a better price

Milan, 31st January 2011 - Sky Italia and Fastweb have signed a commercial agreement that enables the combination of the Sky satellite TV offer with Fastweb's broadband internet and landline services, based on the most modern and cutting edge broadband network in Italy.

This offer is the answer to the growing simplification requirements of subscribers who want to rationalize and optimize their spending. For the first time, thanks to "Home Pack", consumers will have a simple and cost-effective way of equipping their homes with the most innovative and high quality services available on the Italian market in terms of entertainment, connectivity and telephony with the added advantage of benefiting from a single bill that combines the Sky subscription with Fastweb's broadband internet and landline services. All of this at a better price than the purchase of the single services, and with a dedicated and free-of-charge call center available for any kind of request.

The agreement has a strategic and commercial value, because it enables both companies to offer high-quality services at an affordable price, and it aims at increasing the number of subscribers of both companies and at enhancing the value of the services they offer to their customers. In addition, the possibility of benefitting from two technologically cutting edge infrastructures, like those of Sky and Fastweb, will allow both companies to seize the opportunities that broadband offers and to start the development of services that aim at a greater interaction between television and the internet.

Thanks to this synergy, Sky and Fastweb will propose the following services to its customers:

- the exclusive programming of Sky's 190 television channels
- High Definition
- *My Sky HD*, the decoder that records your favourite programmes and lets you watch them anytime
- The digital key for watching digital terrestrial free-to-air programmes
- Limitless netsurfing at speeds of up to 10 megabit per second in those areas reached by the fibre network, with an option that can reach 100 megabit, and up to 20 megabit in the areas with Fastweb's Adsl technology
- Unlimited national landline phone calls
- Up to 1000 minutes of international landline phone calls
- The possibility of accessing Fastweb Mobile services

With "Home Pack" it is possible to choose among dozens of different combinations depending on the number of packages composing the subscription, starting from the formula that includes two Channel Packs and one Sky Premium package (Cinema, Sport or Calcio), and Fastweb Parla&Naviga Casa offer. The new offer is addressed both to those who are not subscribers of the two companies and to those who have one active contract.

Laura Cioli, COO di Sky Italia commented: *"Sky and Fastweb have always offered very high quality services with maximum innovation to their customers. With this agreement they put together their best technologies, the most prized content and the most efficient services to create something unique on the Italian market, which creates value for the consumer and anticipates a trend of the market. Thus a cutting-edge offer that distinguishes itself for its simplicity, quality and affordability. A further example of our constant effort to innovate and to cater to consumers' needs".*



Alberto Calcagno, General Manager of Fastweb, commented: *"I believe that this agreement is important because it offers a completely new product to Italian families: our two companies wanted to create a proposal that together satisfies the increasing need of simplification and quality to those who buy advanced telecommunication services. Home Pack allows a single choice, a single purchase, in order to access the two most advanced offers on the Italian market, matching the wealth of Sky's content with the excellence of Fastweb's technology"*.

The agreement represents a natural evolution of the previous contract, signed in 2006, thanks to which Sky television offer is distributed on Fastweb's Iptv network.

The Home Pack offer will be available from 14th February.

About Fastweb

FASTWEB, with 1,7 million customers, is one of the main Italian telecommunication operators. The company is currently present in more than 150 metropolitan areas with a fibre network which spans 31,000 km of the national territory. FASTWEB was the first company in the world to use a technological model that combines the extensive use of the IP protocol - internet protocol - for voice, data and video transmission via optical fibre and xDSL technology. It offers families a wide range of fixed and mobile integrated services, fast internet and television, on a single cable. It offers business users competitive and advanced services in all market segments: public organizations, small offices, professionals, public administrations, big companies, universities and research groups. Fastweb has been part of Swisscom since 2007.

About Sky

Sky Italia is the Italian pay TV 100% controlled by News Corporation Limited. Founded in 2003, it grew quickly, reaching 4,800,000 subscribers in September 2010. It currently offers 200 theme channels and pay-per-view channels, 36 of which are broadcast in High Definition, with a rich offer of movies, sports, news, entertainment and children programs, and it was the first Italian TV broadcasting live in 3D. Moreover, Sky is on the front line in the production of new Italian fiction programs and, also thanks to the thousands hours of original programs produced every year, it has become the first Italian entertainment company.

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