

SIS LIVE ACQUIRES 021 TELEVISION'S OB BUSINESS

SIS LIVE buys assets and business of leading commercial OB company from Gravity Media Group

Langley, United Kingdom, 12th January 2010, SIS LIVE, Europe's leading outside broadcast (OB) and uplink supplier, has agreed to buy the bulk of the assets of leading OB company 021 Television from Gravity Media Group. Under the terms of the multi-million pound deal, SIS LIVE will acquire the state-of-the-art OB fleet of 021 Television and most of the staff. SIS LIVE will also take on 021 Television's customer contracts.

David Meynell, Managing Director, SIS LIVE, says "This is a perfect acquisition for SIS LIVE. 021 Television is one of the best commercial outside broadcast companies in the country and combined with the SIS LIVE fleet we will have a compelling offer for clients."

021 Television was originally part of the ITV Group, before being sold to Gravity Media in 2006 and its vehicles retain a distinct operating feel. They now join the SIS LIVE vehicles, many of which came from the BBC Outside Broadcasts division that SIS LIVE acquired in 2008. The combined fleet can offer a variety of operating modes to a broad market of clients.

Phil Aspden, Commercial Director, SIS LIVE, says: "We are acquiring six large OB trucks, including three of the latest high definition vehicles, which have a strong appeal to the wider broadcast market. We have also met with 021's customers to talk about their contracts, and they are happy the business is going to an established company like ours. We are looking forward to building on the excellent relationships that 021 have developed over many years and providing an even greater range of SIS LIVE services and increasing the depth of support."

SIS LIVE has over 70 years experience of covering major sporting and other national occasions. It currently provides the facilities and personnel to cover everything from Formula One to Wimbledon to the London Marathon and has recently won the contract to supply host broadcast facilities for the 2010 Commonwealth Games in New Delhi.

About SIS

SIS is one of the world's leading companies in the television broadcasting industry. It is the foremost supplier of television programming and data services to the UK and Ireland betting industry. The company's broadcast business, SIS LIVE, has the largest satellite uplink fleet in Europe and is the largest outside broadcast provider in the UK. It offers a complete broadcasting solution from onsite outside broadcast facilities through to global distribution and IP provision. The company covers 100,000 hours of live events worldwide each year, including Formula One, The Wimbledon Championships, UEFA Champions League football and European Tour Golf, and delivers approximately 80% of live news feeds across the UK.

For more information, please contact:

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