

SIS LIVE SUPPLIES UPLINK SERVICES FOR THE 2010 TORCH RELAY

Washington, DC, 25th January, 2010, David Meynell, Managing Director of SIS LIVE, the world's leading independent supplier of uplink services, announced today that through a contract awarded to Intelsat by IMAGE MEDIA Farm Inc. (IMF), the Company is providing mobile satellite connectivity services for The 2010 Torch Relay. The Relay, the longest ever to take place in a single country, kicked off on October 30 in Victoria, BC and concludes at the Opening Ceremony for the Winter Games on February 12, 2010. IMF, provider of complete contract HD video production services, is the official chronicler of the Winter Games. The announcement was made from SIS LIVE's US headquarters in Washington, DC.

SIS LIVE is supplying a Yukon SUV equipped with the Company's Intelsat® uPod™, a fully integrated broadcasting solution that allows the execution of real-time broadcasting services more efficiently. This service blends Intelsat's space and ground infrastructure with SIS LIVE's uPod™ to support web-based scheduling and transmission of live standard and high definition video, as well as voice and Internet communications. The uPod is uplinking SD, HD and data feeds via dedicated Intelsat satellite capacity for the majority of the 106-day Torch Relay. The tour is visiting 1,037 communities during its 28,000-mile (45,000 kilometer) journey as it parallels the path of the northern lights. Video feeds are being downlinked by broadcasters throughout North America, including Canadian Television (CTV) - the host broadcaster, The Canadian Tourist Board, and local TV stations.

In addition to uplinking traditional TV feeds, SIS LIVE's Intelsat® uPod™ is providing a high-speed data connection to transmit massive quantities of high quality still images for access by the global print media community. At press time, over 3200 media outlets, from Russia to Australia, were subscribed to **ServerDam** (www.serverdam.com), resulting in over three times the number of expected downloads.

"We needed to insure that the world travels with the Torch – every day and every step of the way", said Roger Williams, President of IMF and Executive Producer of its Torch Relay coverage. "Edited stills and produced video packages of the Torch Relay are sent to SIS LIVE's® uPod™, which transmits the HD and SD video and data feeds to Intelsat's dedicated satellite for live download to North American broadcasters, as well as to ServerDam, from which Torch photos and video packages are distributed to accredited media outlets and registered journalists worldwide."

"The Torch Relay Tour is a perfect illustration of SIS LIVE's unique capabilities," added Meynell. "Utilizing Intelsat's satellite and teleport infrastructure, we are able to provide a high-speed data link to transmit the substantial amount of data the event organizers need to ingest into the server in Vancouver. Intelsat's Mountainside Teleport in Maryland will downlink the data and fiber it back to Vancouver."

The Torch Relay has been a significant part of the Games since 1938 and reflects the culture of its host country. The 2010 tour is visiting every Canadian province and territory, including

some of the most pristine and stunning landscapes on the planet, Alert, Nunavut - the northernmost permanently inhabited community in the world, and 119 Aboriginal communities. 12,000 Torchbearers will help carry the flame to its final destination at the BC Place Station in Vancouver, BC.

The Games will be held from Feb. 12 to 28 in Vancouver and Whistler, B.C.

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.

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About Image Media Farm

Image Media Farm (IMF), known for most of its 25 years as *Image Pacific Communications*, provides complete contract HD video production services and broadcast equipment rentals from state-of-the-art digital video production and post-production facilities in Vancouver and Toronto. The long time associate of North America's leading studios and broadcast partners, as well as independent studios and broadcasters of every size, IMF is recognized across the industry as one of the leading producers of Broadcast Content, On-line Digital Content, DVD Featurettes and Electronic Press Kits (EPKs), with over 300 productions to its credit, for a list of long standing clientele, including *NBC Universal*, *20th Century Fox*, *Paramount*, *Sony SPE*, *Columbia Tri-Star*, *DreamWorks SKG*, and *New Line*.

For more information on Image Media Farm (IMF) and its coverage of the 2010 Olympic Torch Relay, contact:

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