



Eurosat selects Miniweb to provide enhanced Connected TV Services

Miniweb announces an agreement with Eurosat Distribution Ltd, the UK's leading developer and supplier of satellite TV and consumer electronics to the independent retail sector, to integrate Miniweb's award-winning platform into their new generation of Manhattan brand Freeview boxes.

LONDON – 24 March 2010 - Eurosat, an EU wide distributor of terrestrial and satellite TV products, together with Miniweb, the award-winning developer of converged content experiences, have announced the integration of Miniweb's Connected TV Services Platform into a new range of HD Freeview set top boxes. Eurosat have exclusively selected Miniweb's broadband content guide and services platform to enhance their new generation of Manhattan branded Set Top Boxes, adding a variety of internet video and personalization features. An initial UK launch is planned for later this year.

Converging broadcast and broadband entertainment on the TV, Miniweb's groundbreaking platform will provide a seamless viewing experience on Eurosat's new Manhattan range of HD Set Top Boxes, enabling easy navigation and consumption of internet video. The platform also empowers TV viewers with key functionality such as global search, recommendations, related content, personalization, micropayments and community/social networking.

Miniweb's Connected TV Services Platform enables the easy integration of a wide range of internet video publishers, extending their business models to the TV and generating revenue through premium content payments and advertising. Viewers are able to search and discover content across all providers with a single action.

Eurosat is a long established manufacturer and distributor of broadcast related consumer products. Established in 1988, the company was one of the pioneers of the consumer STB satellite industry, and is now the UK's leading developer and supplier of satellite TV and consumer electronics equipment for the Independent sector through regional Eurosat branches and dedicated retailers.

"Adding Miniweb's content guide and services platform to Eurosat's award winning range of Manhattan HD set top boxes provides Freeview consumers with an enhanced viewing experience and easy discovery and consumption of a wide variety of internet video", comments Jerome de Vitry, Miniweb CEO. "We are really pleased to be working with Eurosat to offer these customers a range of additional features to compliment their broadcast TV."

"At Eurosat we always strive to provide added value and a differentiator for our products which then provides better value for the end customer. With our



respected brand of Manhattan and our dedicated distribution team we can provide a better and more reliable service than 'mass market' retail outlets. By incorporating Miniweb we are following our philosophy of giving the trade and the customer the best solution in the market" comments Abbas Arbab-Zadeh Chairman & CEO of Eurosat Distribution Ltd.

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About Miniweb

Miniweb's Connected TV Services Platform enables converged broadcast and broadband entertainment on the TV. Allowing easy navigation and consumption of internet video, Miniweb's groundbreaking platform provides a seamless experience across all content providers, empowering the viewer with global search, recommendations, micropayments, community and personalisation functions.

The Platform can be customised by content owners, device OEMs and operators and enables them to benefit from new revenue streams generated by micropayments and advertising. It allows new video publishers to easily add their content via simple metadata feeds, without requiring them to build device-specific TV Applications, making it the most efficient route to TV audiences.

Miniweb's Connected TV Services Platform has garnered substantial industry acclaim including TVB Europe Editors' Award Best of IBC 2009, Best Interactive Service/Application at IPTV World Series Award 2009, Pick Hit Award for Innovation at IBC 2008 and the Red Herring Europe 100 Winner 2008. Most recently, Miniweb won "Best of Show" in the WebTV category at IBC 2009, and was nominated to present at the CableLabs Innovation Showcase in February 2010.

For more information please visit: www.miniweb.tv

About Eurosat

The **Eurosat Group** is a global distributor of satellite, TV & communication equipment. It's also the UK's leading developer and supplier of satellite TV & consumer electronics via 11 regional Eurosat branches.

The international division supports a network of importers, wholesalers and agents, primarily the "Eurosat Approved Distributor" network, which covers Eastern and Western Europe, Africa, the Middle East and North America and Pacific regions.



Eurosat manufactures its own brand, 'Manhattan', including the award winning Plaza Satellite and Plaza Digital Terrestrial Receivers that are at the leading edge of technological development and build quality

For more information please visit: www.eurosat.com