



Setanta Sports Nets Three New Rugby Deals For Next Four Years

Setanta retains the rights for the Heineken Cup, the Guinness Premiership and the Magners League through 2014

New York, NY, November 9, 2009 – Setanta Sports has secured exclusive rights to the best of northern hemisphere club rugby competitions for the next four years to go alongside its unrivalled southern hemisphere rugby line up. The deal ensures continued top flight rugby coverage on Setanta channels in the US and the Caribbean as well as in Australia and Canada. The deal includes renewals of the Heineken European Cup rugby, the Guinness Premiership from the UK and the Magners League featuring top teams from Scotland, Wales and Ireland.

“We are delighted that we have retained Europe’s top rugby once again and be able to bring unrivalled coverage to our subscribers in the United States for the next four years, as we do now” commented Managing Director, Roger Hall. “Setanta Sports remains committed to showing the top rugby leagues and competitions in the world to our viewers.”

Highlighted games on Setanta this month and next include:

November 20th at 3pm ET: Guinness Premiership – Worcester vs Bath

December 4th at 3pm ET: Magners League – Ulster vs Glasgow Warriors

December 6th at 12:05pm ET: Magners League – Newport Gwent Dragons vs Leinster

December 12th at 1pm ET: Heineken Cup – Scarlets vs Leinster

December 13th at 7:45am ET: Heineken Cup –Harlequins vs Sale

December 13th at 10am ET: Heineken Cup – Bath vs Edinburgh

An updated list of Setanta’s soccer schedule can be viewed on:

www.setanta.com/us/TV-Listings

Alongside the Heineken Cup, the Guinness Premiership and the Magners League, Setanta Sports features the Tri-Nations, the Six Nations, the Super 14 and the Currie Cup . This unrivalled rugby line-up makes Setanta a must have channel for the rugby fan as well as for the soccer fan.

Setanta Sports TV network distribution is growing rapidly and is available in more cities than ever before. Most recently, the network launched on Comcast in Northern California, channel 300, for \$14.99 per month. The channel is available on a rolling basis and is currently in select cities, including Santa Clara, San Jose, Sunnyvale, Sonoma County, Livermore, San Mateo, Antioch, and more*. The channel will continue to be launched in new cities throughout the Bay Area by the end of the year.

A list of all TV platforms that carry Setanta can be found on www.setanta.com/us/How-To-Subscribe

* For a full listing of cities currently servicing Setanta Sports, visit www.setanta.com/us/comcast

About Setanta Sports

Setanta Sports, a leading international sports channel in America, operates a 24-hour TV network airing more than 1,000 live events, including European and international soccer, such as the Barclays Premier League, UEFA Champions League, FA Cup, and Carling Cup plus world-class rugby and other sports programming designed to meet the growing demands of international sports fans. www.setanta.com/us

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