



Setanta Sports to continue its top UEFA Champions League coverage

New York, NY, April 6, 2009 – Setanta Sports today announced its new 3-year agreement to telecast the UEFA Champions League, Europe's most prestigious annual club football competition, in the US. The agreement will begin this August and will cover the 2009/10, 2010/11 and 2011/12 seasons.

As with its current UEFA deal, Setanta will continue to air top quality UEFA Champions League games every match day, with up to 110 matches showing on the Setanta channels during each season.

"Renewing our arrangement to show the UEFA Champions League is an important development for Setanta Sports in the US," said Roger Hall, Managing Director of Setanta Sports International, "At a time when our distribution is growing, it is fantastic to be able to continue our coverage of the UEFA Champions League."

In addition to the extensive coverage provided by Setanta's channels, Fox Sports International has acquired the rights to a package of 110 live and delayed UEFA Champions League contests. Fox Sports International and Setanta will share the rights to ancillary UEFA Champions League programming, including weekly preview and review shows, archive matches and magazine programs. In total, the Fox and Setanta Sports USA rights packages will encompass all 146 UEFA Champions League matches each season and the annual UEFA Super Cup held in August of each year in Monaco, with all UEFA Champions League matches also being streamed live on the Setanta Sports Broadband subscription service.

The UEFA Champions League features top finishers from each of Europe's domestic competitions, such as Liverpool, AC Milan, Juventus, Chelsea and Manchester United. Current subscribers of Setanta can watch this season's UEFA Champions League quarter final matches, Villareal vs. Arsenal on April 7th at 2:45pm ET and Barcelona vs Bayern Munich on April 8th at 2:45pm ET.

About Setanta Sports

Setanta Sports operates the only dedicated international sports channel in America. In 2008, the 24-hour TV network aired more than 1,000 live events, including European and international soccer, such as the Barclays Premier League, UEFA Champions League, FA Cup, World Cup Qualifiers and the Carling Cup plus world-class rugby and other sports programming designed to meet the growing demands of international sports fans. Setanta Sports is owned by Dublin-based Setanta Sports Holdings, a leading international pay television broadcaster in the UK, providing top sports leagues and events to more than 100 million digital television homes globally and to commercial venues in six countries. www.setanta.com/us

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