



South American World Cup Qualifiers to Join Setanta Sports' Stellar Soccer Line-up

March 3, 2009, New York: Setanta Sports is proud to announce the inclusion of the South American World Cup Qualifiers to its soccer schedule. Starting on Saturday, March 28, the World Cup Qualifying matches will be available to supporters of Brazil, Argentina, Ecuador, Paraguay, Uruguay, Bolivia, Venezuela, Colombia, Chile and Peru.

Setanta has reached an agreement with Sports Capital Partners, the rights holders for the event, to air the live South American Qualifiers commercially to bars, clubs and restaurants across North America. The matches will also be available delayed on the 24-hour Setanta Sports channel.

Setanta Sports is making broadcasting history with the addition of the South American Qualifiers to its sports line-up. "This will give our customers the ability to watch all the key European and South American qualifiers on one channel, which has never happened in the history of soccer in America," says Shane O'Rourke, President of North American & Australian Operations of Setanta Sports. "With the addition of world-class players Ronaldinho, Messi and Robinho to Setanta's programming, the channel is becoming the must-have channel for soccer fans in North America."

For an updated schedule of all the European and South American World Cup Qualifier matches shown on Setanta please visit www.setanta.com/us/Our-Sports/Soccer/World-Cup-Qualifiers-alt/

To learn how to subscribe to Setanta, visit www.setanta.com/us/How-To-Subscribe.

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