



News Release

SingTel wins exclusive rights to the Barclays Premier League

Singapore, 1 October 2009 -- Singapore Telecommunications Ltd (SingTel) today announced that it has won the bid for the rights to the Barclays Premier League matches for three years commencing August 2010. These include rights for mio TV, as well as the Internet and mobile.

“We are delighted that SingTel will be bringing Barclays Premier League matches to Singapore,” said Mr Allen Lew, SingTel’s CEO Singapore. “Football fans can look forward to a revolutionary way of viewing ‘live’ soccer matches on TV, the Internet and their mobile phones.”

“Best of all, they will not be charged more than what they are currently paying to their cable TV operator, while at the same time enjoying superior experience and convenience from our integrated platform offering,” Mr Lew added.

Premier League Chief Executive, Mr Richard Scudamore, said: “We are pleased to welcome SingTel as our new partner for Singapore and are confident that they will broadcast all the best Barclays Premier League action in a comprehensive and innovative manner.”

SingTel will be working very closely with the Premier League and its production partners to come up with an excellent service and viewing experience for its customers.

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