

News Release

SingTel scores broadcast rights to the 2010 FIFA World Cup™

- All 64 matches 'live' across SingTel's mio TV and mobile, with free online viewing

- All matches available in high-definition

Singapore, 7 May, 2010 – Singapore Telecommunications Limited (SingTel) today announced that it has secured the broadcast rights to the 2010 FIFA World Cup™ to be held in South Africa and will offer all 64 matches 'live' on mio TV and mobile, with complimentary viewing on the internet. All mio TV viewers will be able to enjoy the matches in high definition. Viewers in Singapore can catch all the action with SingTel's 2010 FIFA World Cup™ Package (the "Package"), available for purchase from 7 May 2010.

Mr Edward Ying, Chief of Content and Media Services, SingTel, said: "We are very pleased to bring the World Cup to Singapore. Despite the challenging negotiations, the focus at the heart of it all was the football fan in Singapore, and we are very happy that our customers will be able to catch all the action and excitement of this premier event all in HD format on mio TV, the real home of sports."

"We are very pleased to confirm the successful conclusion of negotiations with SingTel, and that viewers throughout Singapore will be able to celebrate the best that football has to offer at this year's 2010 FIFA World Cup™," said Mr Niclas Ericson, FIFA Director of TV.

Immersive World Cup action with two dedicated channels and HD broadcast

The 2010 FIFA World Cup™ Package will comprise two dedicated channels, FIFA World Cup Channel 1 (Channel 88) and FIFA World Cup Channel 2 (Channel 89). The main World Cup channel, FIFA World Cup Channel 1, will air the 'live' telecast of 56 matches, primetime repeats of the matches, delayed telecast of eight simulcast matches, as well as pre- and post-match features and daily match highlights on all platforms. FIFA World Cup Channel 2 will offer the 'live' telecast of eight simulcast matches on mio TV and SingTel Mobile.

Special early bird discounted price

All SingTel mio TV customers¹ who purchase the 2010 FIFA World Cup™ Package on or before 31 May 2010 will enjoy the early-bird price of \$66 (\$70.62 with GST). The Package is priced at \$88 (\$94.16 with GST) after 31 May. To purchase the Package, customers can call 1800 737 1111 or visit www.singtelfootballfrenzy.com/worldcup from 7 May to purchase online or purchase instantaneously via their mio TV Menu by pressing the <Menu> remote control button, and selecting <Buy>, <Channels>.



Instant access to World Cup action on-the-go

As part of SingTel's multi-screen offerings, mio TV customers with the 2010 FIFA World Cup™ Package will also enjoy the simulcast of matches via the internet and mobile at no additional cost².

mio TV customers simply need to activate their complimentary viewing on the internet by visiting www.singtelfootballfrenzy.com/worldcup and keying in their NRIC and mio TV account number.

SingTel Postpaid Mobile customers who are mio TV subscribers will enjoy free unlimited mobile video streaming of the 2010 FIFA World Cup™ matches using the IDEAS mobile portal on their 3G phones.

SingTel is in discussions with MediaCorp to offer the 'live' broadcast of FIFA World Cup™ matches via MediaCorp's free-to-air channels.

The FIFA World Cup™ is the most widely-viewed sporting event in the world, with a cumulative global audience of over 715 million people watching the final match of the 2006 FIFA World Cup™ held in Germany. To be played from 11 June to 11 July 2010, the first match between host nation South Africa and Mexico kicks off at 10pm (Singapore Time).

1. To enable more Singaporeans to enjoy 2010 FIFA World Cup™, SingTel will provide a new installation "Starter Pack" from today, for viewers to enjoy mio TV for just one month without contract and other content commitment.

2. HD broadcast is only applicable for SingTel mio TV service.

About mio TV:

mio TV is the innovative digital pay TV service offering from SingTel. Launched in July 2007, the service offers customers value and full flexibility to watch what they want, when they want. In less than three years, mio TV has signed up over 200,000 customers.

Currently, mio TV offers a total of 56 channels, of which 21 are on-demand channels. Content on mio TV covers a wide range of genres as well as Singapore's largest range of video-on-demand titles and High Definition content.



SingTel is Asia's leading communications group providing a portfolio of services including voice and data services over fixed, wireless, pay TV and internet platforms.

Together with its regional partners, it serves over 285 million mobile customers in eight markets. For more information, visit www.singtel.com/miotv.