

### SIS rebrands its broadcast business 'SIS LIVE'

**12 September, 2008:** SIS, a world leader in the television broadcasting industry, has rebranded the entire broadcast arm of its business to SIS LIVE. SIS LIVE now incorporates the old divisions of SISLink, SIS Outside Broadcasts and FatPipe. The change has been initiated to highlight the company's unique position in the market, namely that it is able to offer a complete solution to any broadcaster, from onsite outside broadcast facilities through to global distribution and IP provision. The company now plans to continue its growth and business development across the industry, particularly in major event uplinking, news and studio work.

David Meynell, Managing Director of SIS LIVE, commented: "SIS is already a formidable name with a proud reputation in the broadcasting industry, but the recent growth and expansion of the company presented us with an opportunity to create a cohesive, recognisable identity for the broadcast elements of the business. The creation of SIS LIVE will enable us to maximise new business opportunities and grow our customer base, confirming our status as a major player in the UK and international broadcast services market."

SIS LIVE aims to expand its non-sport and non-core activities work while building on its reputation for innovation and for delivering award winning, highly acclaimed coverage from extreme situations. Using its unparalleled outside broadcast and uplink resource, the company will increase the services it offers to existing customers, grow its hardware sales business, and further develop its mobile production offering and special cameras division, which is a key differentiator in the outside broadcast industry.

SIS LIVE has the largest satellite uplink fleet in Europe and is the largest outside broadcast provider in the UK, with a fleet of television production units that includes sound facilities, support and communications vehicles and an award-winning special cameras team. It also provides IP services via satellite, principally to non-broadcast customers such as local government and the emergency services, and has a strategic alliance with Intelsat in the US, the leading worldwide provider of fixed satellite services. The company currently has contracts to supply Satellite News Gathering (SNG) services to Sky News, SKY Sports News, ITN, ITV regions, BBC 24 and BBC regions. It covers a number of major sporting events including Formula One, The Wimbledon Championships, the Rugby World Cup and European Tour Golf.

SIS remains the foremost supplier of television programming and data services to the UK and Ireland betting industry.

Ends

#### **About SIS**

SIS is one of the world's leading companies in the television broadcasting industry. It is the foremost supplier of television programming and data services to the UK and Ireland betting industry. The company's broadcast business, SIS LIVE, has the largest satellite uplink fleet in Europe and is the largest outside broadcast provider in the UK. It offers a complete broadcasting solution from onsite outside broadcast facilities through to global distribution and IP provision. The company covers 100,000 hours of live events worldwide each year,



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including Formula One, The Wimbledon Championships, UEFA Champions League football and European Tour Golf, and delivers approximately 80% of live news feeds across the UK.

Please visit [www.sislive.tv](http://www.sislive.tv) for more information.

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