



PRESS RELEASE

Studio 100 in à la carte selection on Telenet Digital TV

Mechelen, December 16th 2005 – **Telenet and Studio 100 signed an exclusive agreement for digital television whereby various Studio 100 productions will be provided in the à la carte selection available in the TV library. In the TV library, an exclusive Studio 100 channel will be available 24 hours a day offering films, musicals and specials such as music clips to Telenet Digital TV customers. The programmes will complement the range of television programming for children on the various Flemish networks.**

The Studio 100 à la carte selection on Telenet Digital TV currently consists of the following parts:

Films & Musicals

A number of well known and successful Studio 100 productions, such as 'K3 and the Magic Medal', 'Plop in the Clouds', 'Sleeping Beauty' and 'The Little Mermaid'. Price per film or musical: 3.95 euros.

Shows & Specials

Beautiful productions around the Studio 100 stars, such as 'K3 Around the World', 'Spring in Concert', 'Samson & Gert 2004 Christmas Show' and the 'Plopsaland Special'.

Price per show or special: 2.95 euros.

Music clips

Compilation of 10 clips per theme or artist, such as, for example, K3, Samson & Gert, Plop and Spring. One free clip per artist is provided and a compilation is available for 0.95 euros.

The offer will be renewed as often as possible and will be further extended in the coming months.

Ronny Verhelst, Senior Vice President of Media Partnerships Telenet, said: "The à la carte offering of Studio 100 is an ideal complement to the children's programmes on the Flemish networks. Studio 100 is also a strong brand that guarantees a high level of quality that parents can trust. With this children-orientated à la carte offering, the TV library offers something for all of our interactive TV customers."

Hans Bourlon, deputy director of Studio 100, added: "Telenet has for years been a loyal partner of Studio 100 and we are delighted to join them in this venture. We believe it's important to respond quickly to new developments in the media landscape. The offering of this programming material complements the existing and well known Studio 100 productions on TV networks such as KETNET, VTM and TROS."

The co-operation of Studio 100 with Telenet for the à la carte range is part of a bigger agreement between the parties and offers both Studio 100 and Telenet extensive opportunities for sponsoring, marketing and media initiatives.

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