



*For Immediate Release*

## **Bollywood Movie Channel 'MAX' launches on ntl:Telewest**

**London, England (8<sup>th</sup> January 2007)** – Sony Entertainment Television (SET) Asia is pleased to announce the launch of MAX, the Premium Bollywood Movie and Events Channel, on the UK Television platform ntl:Telewest.

For the first time, cable customers in the UK can enjoy the best in Hindi Cinema. Making the announcement today, Rajan Singh, Executive Vice President International Business said “Since its launch globally, MAX has seen an astounding rate of growth coupled with critical acclaim. Now it’s time to expand on this success by providing cable customers the opportunity to experience the best of Bollywood, whether it be yesteryear hits, modern-day classics, world premiere blockbusters or star-studded events. The channel is currently being enjoyed by millions of viewers worldwide including the USA, Australia, Middle East and soon to launch in Africa, Canada and mainland Europe. We look forward to further building our relationship with ntl:Telewest and making the MAX launch a success”.

Gidon Katz, Director Content Acquisition at ntl:Telewest added: “The launch of MAX comes at an exciting time for cable. In 2007, we will continue to focus on providing the best possible content and variety of programming to our customers. Sony is already a key supplier to our Asian portfolio and we look forward to working closely with them on MAX to deliver this great new Bollywood movie channel.”

MAX offers an eclectic mix of Bollywood showstoppers. From archetypal hits such as Mughal–E–Azam and Guide to the latest blockbuster hits including Omkara and Fanaa, with modern-day classics like Dilwale Dulhania Le Jayenge and Kaho Naa Pyar Hai. As well as the best movies, MAX will keep entertaining their audience with glitzy occasions such as the MAX Stardust Awards and the ICC Awards. These special events are sure to captivate viewers with star-studded glamour and style. Offering up to a staggering 7 movies a day, MAX will make the viewers passion come alive - ‘Deewana bana de’.

For the launch of MAX on 8<sup>th</sup> January 2007, ntl:Telewest customers will be able to enjoy MAX (channel 806) free to view for two months, allowing them a taste of what they can expect from the worlds most desirable Bollywood movie channel.

With an unrivalled edge in it's on-screen look, packaging and content, MAX offers its viewers a completely new visual escape – one where they can 'experience' the movie and not just watch it. With the '3D aspect', viewers will be able to get all the behind the scenes gossip, news and interviews to give them that "DVD on your TV" feel. Furthermore with the MAX commitment of showing only one commercial per break, the viewers are transported to "a cinema at home".

The MAX website can be found at [www.maxasia.tv](http://www.maxasia.tv).

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### **Note to Editors**

- MAX has already had a successful launch in the UK on digital satellite.
- MAX will be available free to view for all ntl:Telewest customers for a limited period (from 8<sup>th</sup> January 2007)
- MAX offers 7 Bollywood movies a day, 7 days a week.
- "DVD on your TV" experience gives behind the scenes, interviews and gossip.
- "Cinema in your home" feel by having only one commercial per break.