



For Immediate Release

Sony Entertainment Television Announces the Launch of MAX the New Movie & Special Events Channel.

Launch of premium quality channel hailed as a breath of fresh new air in a highly competitive marketplace. Sony executives predict thousands of new subscribers.

London, England (14th October 2005) – MAX, the premium quality movie & special events channel from Sony Entertainment Television Asia (SET Asia) was officially launched in the United Kingdom today, it was announced by Rajan Singh, Executive Vice-President for International Business. SET Asia is the international feed for Sony Entertainment Television (SET), India's leading cable and satellite TV channel.

In making the announcement, Singh said, "After a very successful test transmission phase on digital satellite, we are very proud to offer the British Asian community a channel that has been at the forefront of television in the sub-continent. We believe that after establishing itself as the market leader in its genre in India and other international territories, the channel is set to take the UK by storm. With MAX we look forward to bringing top class movies and events to our audience throughout the country."

With the backing of Sony Pictures Entertainment (SPE) and a decade of experience with Sony Entertainment Television (SET), MAX offers the biggest and best Bollywood movies and events 24 hours a day. From blockbusters through to timeless classics and glitzy events, there's something for everyone.

Offering up to a staggering 7 movies per day, MAX aims to uphold its promise to viewers of bringing their passion alive - Deewana bana de.

With an unrivalled edge in its on-screen look, packaging and technical standards, MAX offers its viewers a completely new viewing experience – one where viewers can almost feel part of the movie or event that they are watching.

Following a highly successful test transmission phase on digital satellite, MAX is set to be encrypted imminently and available as an a la carte channel for viewers to enjoy.

MAX will be screening some of the biggest and best Bollywood movies and events throughout the approaching festive season. Including mega-hits such as *Julie, Lagaan, Masti, Kaho Na Pyar Hai, Mohabbatein, Veer-Zaara, Hum Tum, Kaal, Dhoom, Kuch Kuch Hota Hai* and many, many more!

Since its launch in the Indian sub-continent in 1995 Sony Entertainment Television has enjoyed rapid and considerable success leading to the establishment of an international feed known as Sony Entertainment Television Asia. Sony Entertainment Television and Sony Entertainment Television Asia are now available in over 100 countries around the world. With the success of Sony Entertainment Television Asia has come the rising of a new channel, MAX. Since the launch of MAX in the Indian sub-continent in 1999 it has gone from strength to strength and is now available around the world, 24 hours a day. The channel offers a unique blend of Bollywood blockbusters and classics and glitzy events. MAX and SET Asia can be found at www.maxasia.tv and www.setasia.tv respectively.

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Notes to Editors

- MAX has already seen successful launches in the USA, the Middle East, and continental Europe.
- In the UK, MAX will be available as an a la carte channel.
- For a limited period, MAX will be available at the special launch price of £7.99 per month with no connection fee payable if the customer is or ever has been a subscriber to any other Asian TV channel in the UK.