

Hybrid TV restructures the business for future growth

Sydney, Australia, 9 March, 2010 – Hybrid Television Services (ANZ) Pty Ltd, the exclusive licensee of TiVo® products in Australia and New Zealand and creator of CASPA™ On-Demand, has restructured the business to support the expansion of services, which will take Hybrid TV from being purely a TiVo licensee to a Video on Demand and interactive service provider in its own right.

The restructuring includes the promotion of certain existing General Managers being Michael Glendinning, formerly the GM of Finance now the Chief Operating Officer; Brad Wilson, formerly the GM of Content and Services is now the Chief Technology Officer; Tim Boys, formerly the GM of Marketing is now the Chief Marketing Officer.

The leadership team also includes Rebecca Blasina, Head of Corporate Affairs who leads all PR activity and equally important, the Hybrid SmartStreet Project (www.hybridsmartstreet.com.au) - a critical research project to explore the consumer demand side of high speed broadband adoption and the content and services associated with such adoption.

Hybrid TV proudly announces the appointment of a new position, Chief Sales Officer, which has been filled by Peter Sharp, formerly a Business Development Manager with Derni Retail. Peter Sharp has more than 10 years' experience working across retail consumer electronics within the Derni Retail Group including Harvey Norman, Domayne and Joyce Mayne.

Peter Sharp will be responsible for maintaining and growing the company's retail presence across Australia, and over time, New Zealand, ensuring the TiVo media device retains its pole position as the leading HD-PVR* brand in the Australian market (according to GfK sales value data: Aug-08 to Dec-09). Peter Sharp will also play a critical role in developing additional opportunities to exploit the CASPA platform across widget/internet-enabled televisions, MIDs (Multi-media Interface Devices), games consoles and the like.

"We are very fortunate to have someone of Peter's calibre join our team – it is especially an honour to have a lead professional from within the Derni Retail business take up this pivotal role within Hybrid TV. Peter will continue to ensure that our dealings with Derni Retail and all our other retailers will remain top-of-mind as we move our relationship with these retailers from a purely HD-PVR reseller to a On-Demand content and service proposition across a number of devices in their stores via CASPA." said Robbee Minicola, CEO Hybrid TV.

Peter Sharp commented, "I have thoroughly enjoyed working within the Derni Retail business and feel privileged to have been provided with many opportunities to develop my career to date with them. While it was a very difficult decision to leave Derni Retail, I am looking forward to the new direction my career will take as a result of this opportunity with Hybrid TV, as well as developing other integral relationships within the industry. The future is all about optimising broadband and wireless connectivity with both content and services. I believe Hybrid TV is leading the way within the industry with regards to optimising all Internet connected devices in the home. Having personally witnessed their transformation from being responsible for bringing TiVo to Australia, to a ubiquitous platform (CASPA), I am excited to move forward in this direction and to join the committed team at Hybrid TV."

*High-definition Set-Top Box with built-in hard disc drive

About Hybrid Television Services (ANZ) Pty Limited

Hybrid Television Services (ANZ) Pty Limited is the exclusive licensee of TiVo products in Australia and New Zealand. The TiVo media device is HD Digital Ready in accordance with the Australian Government's Digital Ready Scheme, Freeview compliant in Australia and Freeview|HD compatible in New Zealand. In late 2009, Hybrid TV launched its proprietary content and service platform CASPA On-Demand in both the Australian and New Zealand market, premiering in the TiVo device.

The TiVo product was originally pioneered in 1997 in the USA by TiVo Inc. In 2008, TiVo technology was brought to Australia by Hybrid Television Services (ANZ) Pty Limited in August 2008 and was launched in New Zealand 1 November 2009. Hybrid TV is owned by the Seven Media Group (Australia) and TVNZ (New Zealand). For more information see www.mytivo.com.au, www.mytivo.co.nz, www.hybridtv.com.au, www.hybridsmartstreet.com.au

CASPA is a registered trademark of Hybrid Television Services (ANZ) Pty Limited.

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Press Contact:

Brooke Radich

P: (02) 8986 1771

E: brooke@hybridtv.com.au