

Press Release

**Nagravision to secure SkyLife's
new HD DTH service in Korea**

- NAGRA Media ACCESS conditional access technology to secure one of the largest and most advanced satellite platforms in Asia
- Nagravision to support the fast-paced migration from standard definition (SD) to high definition (HD) of the sole DTH pay TV service provider in Korea
- Nagravision to cooperate with Korean companies to jointly develop local solutions to support SkyLife's current and future business

Cheseaux, Switzerland – February 16th, 2010 – Nagravision, a Kudelski Group (SIX:KUD.VX) company and the world's leading independent provider of content protection solutions, announces today that its NAGRA Media ACCESS conditional access system (CAS) was selected by SkyLife, the sole DTH pay TV service provider in Korea with 2.4 million subscribers to secure their new HD platform.

SkyLife, one of the largest and most advanced DTH operators in Asia, is aggressively migrating from standard definition to high definition by implementing the state-of-the-art, feature-rich NAGRA Media ACCESS solution. Alongside the introduction of HD, the cooperation with Nagravision will also cover innovative services including a hybrid satellite/IPTV offer and 3D.

"We have been convinced by Nagravision's strong commitment to Asia and to Korea in particular, their superior security technology and track record, and their strong willingness to understand and meet our requirements", said Mong-Ryong Lee, CEO of SkyLife. "The openness of Nagravision to work with local partners was another important decision factor."

"We are excited to work with SkyLife, one of the most innovative pay TV operators in Asia. This new partnership proves our strong commitment to the Korean market, which is also demonstrated by our cooperation with Korean companies to jointly develop local solutions for SkyLife. We are also very proud to help SkyLife with our advanced technology to become one of the world leaders in the areas of hybrid solutions and 3DTV, which are both at the heart of our innovation", said André Kudelski, Chairman and CEO of the Kudelski Group.

Nagravision's expanding footprint in Asia confirms the Kudelski Group's support of the strong development of the DTV sector in this region.

About SkyLife

Korea Digital Satellite Broadcasting Co. Ltd., more universally recognized under its 'SkyLife' brand name, is the only satellite broadcasting operator (DTH platform) in Korea providing more than 190 channels, 53 channels of which are HD channels, the most in Korea. The number of HD channels is supposed to be over 70 by the end of 2010. The expanded HD offering will rely on the launch of a new satellite (Mugunghwa-6 launched by KT), set for the second quarter of 2010.

SkyLife commenced its commercial service in March 2002 and reached 2,460,000 subscribers as of the end of 2009, which accounts for around 13% of all households in Korea. As of now around 20% of the SkyLife customers subscribe to HD packages. On 1st January, 2010, SkyLife launched a 24 hour 3D dedicated channel ("Sky3D", channel number 1), the first satellite channel of its kind in the world. It delivers sports, events, animations and other entertainment content from some of the world's most renowned 3D producers as well as the content produced by SkyHD, a subsidiary company of SkyLife.

About the Kudelski Group and Nagravision

The Kudelski Group (SIX: KUD.VX) is a world leader in digital security and convergent media solutions for the delivery of digital and interactive content. Its technologies are used in a wide range of services and applications requiring access control and rights management to secure the revenue of content owners and service providers for digital television and interactive applications across broadcast, broadband and mobile delivery networks. The Kudelski Group is also a world technology leader in the area of access control and management of people or vehicles to sites and events. It additionally offers professional recorders and high-end Hi-Fi products. The Kudelski Group is headquartered in Cheseaux-sur-Lausanne, Switzerland. Please visit www.nagra.com for more information.

Nagravision, a Kudelski Group company, is the leading supplier of open conditional access systems, DRM and integrated on-demand solutions for content providers and digital TV operators over broadcast, broadband and mobile platforms. Its technologies are currently being used by more than 120 leading Pay-TV operators worldwide securing content delivered to over 114 million active smart cards and devices. Please visit www.nagravision.com for more information.

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