

Press Release

Globo Selects New Nagravision Technology to Provide Digital Television to Non-Urban Areas in Brazil

- Industry's first geo-control technology from Nagravision provides Globo digital signal via satellite to non-urban areas in Brazil to complement the terrestrial digital coverage in the cities and, in the future, to deliver regional programming
- Two year project yields ground-breaking solution with Nagravision CAS, pre-integrated set-top boxes and geographical localizer chips

Cheseaux, Switzerland – March 8, 2010 – Nagravision, a Kudelski Group (SIX:KUD.VX) company and the world's leading independent provider of value-added content protection solutions, today announced that Brazilian television network, Rede Globo (also known as TV Globo and Globo) selected Nagravision for its ambitious TVDR (Digital Television for Rural Areas) project. The project includes the industry's first geo-control technology and will replace millions of analogue receivers for high definition (HD) ready set-top boxes. Programming from different Globo affiliated television stations carried on the same satellite will allow the company to provide viewers with more localized content for each defined region and to support advertising from local sponsors. In the beginning, TVDR will be launched featuring only one national digital signal in standard definition (SD), but regional signals will replace the national, region by region, and SD signals will be replaced by HD technology.

"Using Nagravision's expertise, we have turned the technical challenge of viewers randomly picking up national programming targeted to our affiliates, into an opportunity where those same viewers can reliably access high quality digital regional programming, bringing them additional social value. It's a win-win for our viewers and our advertisers," said Liliana Nakonechnyj, Transmission Technology Director at Rede Globo.

Working closely with Globo for more than two years, Nagravision provided the system design and integration for this project. The ground-breaking solution includes a NAGRA Media ACCESS conditional access system and pre-integrated set-top boxes configured with geographical localizer chips to receive the local content broadcasted from the satellite. Globo's digital transmission will be carried by DVB-S2 signals.

Nagravision developed the geo-control technology which allows selected transmission dependent on the geographical location of the consumer and will prevent the reception outside of Brazil, a key feature to deal with exhibition rights of premium events like the soccer world championship. Nagravision will deploy its latest security technology. However, within the targeted areas, TV Globo's programming delivered via satellite will be free for owners of the set-top boxes equipped with the new technology. The system is already available in the state of Rio de Janeiro and a retail solution for home viewers will be available throughout Brazil this year.

"The Nagravision technology selected by Globo solves immediate technical issues while simultaneously providing them with a variety of options for future services," said Tom Wirth, Senior Vice President for Nagravision Americas. "There is a great deal of competition for home

viewers in Brazil. Globo is proving once again that it has the foresight to prepare for the future of digital television, today."

The project will complement Globo's digital coverage of Brazil, together with the ongoing conversion of terrestrial distribution to digital in the cities. Thomson and Prime are set-top box providers that were successfully integrated with this Nagravision technology.

For more information on Globo's TVDR services, please visit: www.tvdigitalrural.com

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 124 million active smart cards and devices. Please visit www.nagravision.com for more information.

Contacts:

Ivan Schnider
(contact for trade media)
Nagravision SA
Head of Marketing Communications
+41 21 732 09 40
ivan.schnider@nagra.com

Daniel Herrera
(contact for general interest media)
Kudelski Group
Head of Corporate Communications
+41 21 732 01 81
daniel.herrera@nagra.com

Santino Rumasuglia
(contact for investors and financial analysts)
Kudelski Group
Head of Investor Relations
+41 21 732 01 24
santino.rumasuglia@nagra.com

Dawn Danaher
Media Relations for Nagravision Americas
+1 714 378 5841
nagra@ariesmm.com

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