



FOR IMMEDIATE RELEASE

News Corporation's STAR Signs Distribution Deal with San Bruno Cable

Top Hindi-language channels STAR India PLUS, STAR India GOLD, and STAR ONE now available to San Bruno Cable customers

Hong Kong / San Bruno, CA, November 18, 2008 –San Bruno Municipal Cable TV and STAR, a wholly owned subsidiary of News Corporation and Asia's leading media and entertainment company, today announced the launch of three popular Indian television channels, STAR India PLUS, STAR India GOLD, and STAR ONE on San Bruno Cable's television platform.

San Bruno Cable customers can now subscribe to the following channels:

STAR India PLUS: *Channel 233.* STAR India PLUS has been the number one General Entertainment Channel in India for eight consecutive years. STAR India PLUS regularly features many of the top programs in the country, week in, week out. Primetime programs on STAR India PLUS include household-name soap operas such as *Sapna Babul Ka...Bidaai* and *Kis Desh Mein Hai Mera Dil* as well as some of the nation's favorite reality and game shows including *Nach Baliye* and *STAR Voice of India*. STAR India PLUS is available individually for \$12.00 per month or as a package with the other STAR channels for a discounted rate of \$22.00 per month.

STAR India GOLD: *Channel 235.* STAR India GOLD brings to audiences the best and biggest Bollywood blockbusters. With one of the most formidable Indian film libraries in the world, STAR India GOLD offers a wide variety of films for the entire family, showcasing Bollywood's hottest and most legendary stars and filmmakers. STAR India GOLD is available individually for \$10.00 per month or as a package with the other STAR channels for a discounted rate of \$22.00 per month.

STAR ONE: *Channel 234.* Unleashing the next generation of Hindi entertainment, STAR ONE offers an innovative, diverse mix of programming and cutting edge production values that appeal to urban, upwardly mobile Indian audiences. Top rating programs on the channel include drama *Dill Mill Gayye* and the reality comedy show, *The Great Indian Laughter Challenge*. STAR ONE is available individually for \$10.00 per month or as a package with the other STAR channels for a discounted rate of \$22.00 per month.

"We're truly excited to join hands with San Bruno Cable in offering our top notch Hindi channels to a whole new audience" said David Wisnia, STAR's Senior Vice President for Distribution and Sales and head of STAR's North American and European offices. "I have full confidence that San Bruno Cable's South Asian viewers will quickly take to the highly rated dramas, comedies, soaps, Bollywood movies and reality shows that have made STAR India's leading broadcaster."

The STAR India channels are now available in the following a la carte and package offerings:

Channels and Packages	Retail Rate*
STAR India PLUS	\$12.00



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STAR ONE	\$10.00
STAR India GOLD	\$10.00
STAR India Pak (PLUS/ONE/GOLD)	\$22.00
Zee TV/STAR India Pak	\$24.99
Zee TV/TV Asia/STAR India Pak	\$32.99
Zee TV/TV Asia/SET/STAR India Pak	\$39.99

*Copyright and Franchise Fees extra.

“The three STAR channels nicely complement our South Asian/Hindi programming tier of service. We are pleased to be able to provide our South Asian customers with the best entertainment experience in their own language, in the comfort of their homes,” said Tenzin Gyaltsen, San Bruno Cable Television Director.

To subscribe to the STAR channels on San Bruno Cable, customers can call **650-616-3100** or visit www.sanbrunocable.com

About STAR

STAR is a leading media and entertainment company in Asia. STAR broadcasts over 60 television services in ten languages to more than 300 million viewers across 53 Asian countries. STAR channels cover all genres including general entertainment (Star Plus, Xing Kong, Star Chinese Channel, Star One, Star Utsav, Star Jalsha, Star World, Vijay, antv, Phoenix Chinese Channel), sports (ESPN, Star Sports, Star Cricket), movies (Star Chinese Movies, Star Chinese Movies 2, Star Gold, Star Movies), music (Channel [V]), and news and current affairs (Star News, Star Ananda, Star Majha, Phoenix InfoNews Channel).

STAR controls over 20,000 hours of Indian and Chinese programming and also owns the world's largest contemporary Chinese film library, with more than 600 titles, featuring superstars including Jackie Chan, Chow Yun Fat and Bruce Lee. In partnership with leading companies, STAR businesses extend to filmed entertainment, television production, cable systems and distribution, direct-to-home services, terrestrial TV broadcasting, wireless and digital services. STAR is a wholly owned subsidiary of News Corporation. www.startv.com

About San Bruno Municipal Cable TV

San Bruno Municipal Cable TV, an independent cable operation owned and operated by the City of San Bruno, California, has been serving the San Bruno community since 1971. San Bruno Cable offers a comprehensive suite of broadband services including cable television, High Speed Internet, Wi-Fi hotspots, digital phone and fiber leasing services over its state-of-the-art 750 MHz, fully interdicted, all-digital cable system.

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