



MERGER ANNOUNCEMENT 10 SEPTEMBER 2010

Competition Authority Clears the Acquisition of CLT-UFA Holdings Limited by Northern & Shell Broadcasting Limited

The Competition Authority has today cleared the proposed acquisition whereby Northern & Shell Broadcasting Limited ("Northern & Shell") would acquire sole control of CLT-UFA Holdings Limited ("CLT-UFA"). The acquisition was notified by the parties under the Competition Act 2002 on 20 August 2010.

Northern & Shell is an indirect wholly-owned subsidiary of Northern & Shell Network Limited ("Northern & Shell Network"). Northern & Shell Network is the principal holding company of the Northern & Shell group of companies (the "Northern & Shell Group"). In the State, the Northern & Shell Group is engaged in newspaper publishing (the Daily Express, the Sunday Express, the Irish Daily Star and the Irish Daily Star Sunday), magazine publishing (OK! New! and Star), and television broadcasting (Portland TV, the television broadcasting arm of the Northern & Shell Group, broadcasts a number of adult entertainment pay and non-pay television channels in the State).

CLT-UFA operates Five which is engaged in television broadcasting, through its channels Five, Fiver and Five USA. Five's channels are licensed by the Office of Communications in the UK and its activities are targeted at the UK market. Five does not have a broadcasting licence in the State. Five's channels are not available in the State through analogue, cable, MMDS or Digital Terrestrial Television platforms. As a result, the coverage and reach of Five's channels in the State is very limited. Five does not target television advertising customers in the State.

The Authority has formed the view that the proposed acquisition does not raise any competition concerns in the State. The companies have been informed of the decision that the proposed acquisition will not lead to a substantial lessening of competition in any markets for goods or services in the State.

As with all media mergers the parties may only proceed with this merger if the Minister for Enterprise, Trade and Innovation does not direct the Authority to carry out a full investigation within 10 days of the date of the Authority's decision. The Authority will publish a public version of the reasons for its determination on its website (www.tca.ie) no later than 09 November 2010 after allowing the parties the opportunity to request that confidential information is removed from the published version.

For further information contact:

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