



MERGER ANNOUNCEMENT 6 JANUARY 2012

Competition Authority clears proposed acquisition of Setanta Sports Broadcasting Limited

The Competition Authority has cleared the proposed acquisition by Michael O'Rourke, through his company TDL Media Limited, of Setanta Sports Broadcasting Limited. The parties notified the transaction under the Competition Act 2002 on 12 December 2012.

The Authority has formed the view that the proposed transaction 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 Jobs, Enterprise and Innovation does not direct us to carry out a full investigation within 10 days of the date of this decision. We will publish a public version of the determination on our website (www.tca.ie) no later than 5 March 2012 after allowing the parties the opportunity to request that confidential information is removed from the published version.

Notes

Setanta Sports Broadcasting Limited is the holding company of Setanta Sports Channel Ireland Limited and Setanta Sports Hibernia SARL. Both companies are engaged in sports broadcasting and production through the Setanta Ireland and Setanta Sports 1 television channels. These channels focus on Republic of Ireland and Northern Ireland audiences and are dedicated to carrying soccer, Gaelic games and rugby sports programming.

Michael O'Rourke is one of the original founders of the Setanta Sports Group. Currently, through his shareholding in Danu Capital Partners Limited, he has a minority interest in Setanta Sports Broadcasting Limited.

Michael O'Rourke owns 100% of TDL Media Limited. TDL was incorporated in Ireland on 4 August 2010 as an acquisition vehicle and has not traded since incorporation.

For further information contact:

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