

PRESS RELEASE

12th September 2008

PlayTV UK Shows Passion For The Planet With Launch Of Dedicated Environmental TV Channel

12 September 2008 (Brighton, UK): The UK's first true IPTV service, PlayTV UK, shows an eco friendly face by adding the first dedicated health, environment and personal development television channel, Passion for the Planet, to its popular line up. Passion for the Planet sits next to the likes of Paramount, Disney, Discovery, MTV, VH1, Eurosport, Setanta and many others, giving this niche, yet important, programming the same status as major broadcasters.

Launching with a variety of high quality on-demand films, so viewers can watch what they want when they want, Passion for the Planet is dedicated to helping as many people as possible live a rich, fulfilling and healthy life, whilst being kind to the planet at the same time.

Having already won a number of environmental awards and achieved major success in launching the UK's first mainstream radio stations which specialise in 'green' and health related issues, attracting 90,000 listeners per week via Digital Audio Broadcasting (DAB) and via its internet service (<http://www.passionfortheplanet.com>), Passion for the Planet's foray into television was the next natural step.

Chantal Cooke, co-founder and managing director for Passion for the Planet, says: "The radio station has proven incredibly popular and our listeners kept saying they'd love to see something similar on TV – so it's the logical next step."

She continues: "At the moment we are in danger of destroying the very thing that gives us life. I believe it is possible to have a high quality of life and be sustainable at the same time; and Passion for the Planet aims to help people do just that by providing them with expert information on the radio, as podcasts and now on television as well."

Passion for the Planet TV is available on television sets via the PlayTV UK set-top box service in the UK; online via the PlayTV UK virtual set-top box (both powered by Global Digital Broadcast); and also through Passion for the Planet's own website, meaning it can be viewed from anywhere in the world with a broadband connection.

Kenny Stevens, co-founder and programme director for Passion for the Planet, adds: "Passion for the Planet is about intriguing and inspiring people while entertaining them, so just like the radio station, the TV channel will contain a mix of light and shade; from a look at the people who make a living on the rubbish dumps of Mexico, to green technologies that could save the planet and even healthy eating recipes. No preaching and no knitting your own muesli – just great films to enrich your life!"

Dave Reynolds, CEO for PlayTV UK, comments: "Passion for the Planet is a perfect example of how our television service extends further than just the acquisition of the big channel names. PlayTV UK allows smaller broadcasters to become part of real television. We feel this is especially important for those with a valuable message, such as eco awareness with Passion for the Planet; and we also intend to broadcast public information and charity films which wouldn't be able to afford television advertising through other services. I, personally, am very happy to have Passion for the Planet on board and I wish Chantal and Kenny the very best of success."

ENDS

Notes to editors

About Passion for the Planet:

Passion for the Planet launched in 2002 and broadcasts on DAB in London, Essex, Peterborough, Bristol/Bath, Devon and Dorset in the United Kingdom. The radio station is also available via the internet and receives 90,000 listeners per week.

Passion for the Planet has received awards recognising its environmental credentials, including: a British Environmental Media Award (BEMA) in 2004; a Green Guardian Awards recognition in 2007; and co-founder, Chantal Cooke, was commended in the Tridos Bank Women in Ethical Business Award.

For further information and to listen and watch Passion for the Planet online, please visit:

<http://www.passionfortheplanet.com>

About PlayTV UK:

PlayTV UK is a British broadcast network which has incorporated high-definition and digital technologies, in order to provide a triple-play package including IPTV, telephone and broadband services. Powered by the Global Digital Broadcast IPTV network, PlayTV UK offers free to view channels and a number of packages including Play Entertainment and Family, Play Movies, the international and foreign language channel package, Play World and the largest selection of sports programming through Play Setanta and Play Sports. Channels include major broadcasters such as Paramount, Discovery, MTV, VH1, Disney, TCM, et al.

For further information on PlayTV UK, to view the full EPG and/or to order the service, please visit

<http://www.playtvuk.com>

About Global Digital Broadcast:

Established in 2005 and headquartered in Brighton, East Sussex, GDBTV provides technical services in order to enable internet protocol television (IPTV) to be delivered by broadcasters around the world, to viewers around the world. It is the first to develop and implement such a comprehensive, end-to-end, IPTV application, including the G-Studio middleware and a hybrid set-top box (STB).

GDBTV maintains and operates IPTV networks in America (SuncasTV); EMEA (Via America); the UK (PlayTV UK); Russia (MaksTV); the Philippines (IPQube); Sweden (100 Plus); and can deliver to 86 countries worldwide. GDBTV has existing clients in over 30 countries and territory IP-STB re-sellers positioned in Germany, Sweden, Chicago, L.A., China and Canada.

For further information on Global Digital Broadcast and IPTV, please visit <http://www.gdbtv.com>

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