



**NAB2007 - Stand No C9041
Exhibiting uPod, Drive Fly and Satellite Booking System**

SISLink sign five year deal with Sky News

SISLink has today (Thursday 12th April 2007) announced that it has secured a contract to supply Sky News and Five News with satellite services for the next five years. The deal will see SISLink delivering Sky News a fleet of highly-specified uplink vehicles and satellite services until 2012.

Included in this significant deal are 17 individually built trucks, ranging from uPod Shoot Edits to a Drive Fly, standard uplinks, flyaways and a production truck. The majority of the vehicles will be used across the UK and Europe, fully supported by SISLink's dedicated team of engineers. SISLink's comprehensive service under the deal will also see the major satellite broadcast company upgrading the Sky News teleport facilities and providing them with full-time leased satellite capacity.

This important contract further strengthens a successful ten year relationship between the two major broadcasting companies, giving SISLink the edge to design and build state-of-the-art vehicles - and their service - around SKY's unique specifications. Personnel also form part of the contract, and SISLink will be assigning highly-trained dedicated engineers and camera operators alongside some of the vehicles, providing full operation and camera services where required.

David Meynell, Managing Director, SISLink, explains, "We are delighted to have won this major contract with Sky News and look forward to continuing and further developing our long standing relationship with Sky. This contract consolidates SISLink's position as the premier satellite service provider in Europe and shows how our investment in new technologies and enhanced services meets the increasing requirements of our clients."

Jackie Faulkner, Head of Operations, Sky News, said: "It's an exciting time as we are looking at new forms of delivery and changing some of the fleet to uPods. The uPods are working successfully already in our Norwich and Bristol bureaus and we will be enhancing our Brussels, Birmingham and Manchester areas with them. The contract gives us scope to look at new technology which is changing dramatically and we will work closely with SISLink over the next 5 years to make sure we are ahead of the game. This contract also incorporates services to Five News."

As the supplier of choice to most of the UK's leading broadcast companies, SISLink also has ongoing contracts with ITV, ITN and the BBC.

Showcasing a selection of SISLink's award-winning broadcast solutions, NAB 2007 will demonstrate what makes SISLink and their products so successful. Visitors to the Las Vegas based exhibition will be able to use and find out more about uPod and Drive Fly – just two of the uplinks included in the Sky contract. The SISLink team will be at stand C9041, 16-19 April 2007.

Sky News

Since its launch in 1989, Sky News has established itself as a formidable and innovative force in the world of news broadcasting. It now provides news to around 100 million people in Europe alone.



Valued for fairness, balance and journalistic objectivity by both viewers and regulators, the award-winning channel has also earned a reputation for the speed of its 24-hour coverage and flexibility in reporting live news – first.

In addition to its status as the UK's leading 24 hour news channel, Sky News has introduced Sky News Online, Sky News Radio and the pioneering Sky News Active – the world's first interactive television news service – providing more news, on demand, for Sky digital viewers. In an increasingly competitive world, these innovations and a commitment to quality journalism will ensure Sky News remains at the forefront of news provision in the 21st Century.

For further information contact:

Davinder Chauhan

Marketing, +44 (0)1908 865 500 or email dchauhan@sislink.tv

2 Whitehall Avenue, Kingston, Milton Keynes, MK10 0AD, UK
www.sislink.tv