

200 reasons to TiVo this Christmas

*TiVo drops the Recommended Retail Price by \$200 in time for Christmas
adding a FREE wireless adaptor
PLUS \$50 cash back or \$100 in CASPA movies*

Sydney, Australia, 12 November, 2010 – Hybrid Television Services (ANZ) Pty Limited, the creator of CASPA™ On-Demand and the exclusive licensee of TiVo® products in Australia and New Zealand, has reduced the recommended retail price of TiVo by \$200 just in time for Christmas, delivering a fully featured Personal Video Recorder with broadband movies and TV for RRP\$499.

The 30% saving has been passed directly onto consumers in line with the strength of the Aussie dollar against the USD.

In addition to the huge RRP drop, Hybrid TV has also launched a limited Christmas offer* where every TiVo purchased includes a free Wireless Adaptor (\$69.95 value) plus a choice (by redemption) of either \$50 cash back or \$100 CASPA credits for movie and TV downloads on TiVo.

“Every single person who loves TV now has an affordable option to pause live TV and automatically record every episode of their favourite TV show with a TiVo – plus save on late fees at the local DVD store by downloading new release movies directly to their TiVo with CASPA On-Demand.

“With all the new free-to-air digital channels you would be crazy to pay for subscription television – but what you will need is a device to help you record all the great TV shows to watch at your own convenience.

“With the low \$499 RRP, the free wireless adaptor and the choice between either \$50 cash back or \$100 CASPA credits – the entire family will get to experience the gift, even if the present only has one name on the card!” said Robbee Minicola, Chief Executive, Hybrid TV.

*Full details of Christmas offer available in Harvey Norman, Domayne, Dick Smith, Myer, Radio Rentals, RT Edwards, Joyce Mayne, Clive Peters, Rick Hart, JB HiFi. Offer expires 31 January 2011.

About Hybrid Television Services (ANZ) Pty Limited

Hybrid Television Services (ANZ) Pty Limited is the exclusive licensee of TiVo products in Australia and New Zealand. The TiVo media device is HD Digital Ready in accordance with the Australian Government's Digital Ready Scheme, Freeview compliant in Australia and Freeview|HD compatible in New Zealand. In December 2009, Hybrid TV launched its proprietary content and service platform CASPA On-Demand in both the Australian and New Zealand markets, premiering in the TiVo device.

CASPA is a trademark of Hybrid Television Services (ANZ) Pty Limited.

The TiVo product was originally pioneered in 1997 in the USA by TiVo Inc. In 2008, TiVo technology was brought to Australia by Hybrid Television Services (ANZ) Pty Limited in August 2008 and was launched in New Zealand 1 November 2009. Hybrid TV is owned by the Seven Media Group (Australia) and TVNZ (New Zealand). For more information see www.mytivo.com.au, www.mytivo.co.nz, www.hybridtv.com.au, www.hybridmartstreet.com.au

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