



Free Music Weekend with Music Choice Extra

London, 29th June, 2007, It's going to be a free Music Weekend for all Sky TV customers who take a monthly package from Sky when 38 extra music channels become free for one weekend only from Friday 6th to Sunday 8th July.

Digital music pioneer Music Choice is opening its subscription service for three days to give Sky digital customers the chance to sample an unrivalled breadth of non-stop music from its total portfolio of 48 channels.

Sky customers, taking the Music Mix, already enjoy 10 free Music Choice channels on channel 395, but it normally costs £5 extra a month to receive a further 38 genres - from jazz, hip hop and classical to underground dance, classic rock and reggae - on Music Choice Extra (channel 396). For this one special weekend, those channels will be free! Plus, if viewers like what they hear, customers can take advantage of a special offer and continue to receive Music Choice Extra for just £2.50 a month for the first three months*. Whatever one's musical preferences, Music Choice Extra on channel 396 provides a comprehensive music service, with digital quality tracks played non-stop, free from interruptions like adverts, DJs or other promotions.

Music Choice's Marketing Manager Ellen Lesemann-Andreadis says: 'If you enjoy a specific type of music or you just want the right soundtrack in the background, there's a Music Choice channel – probably several of them – that you'll love. On the first weekend of July, for the first time ever, you'll have access to music channels that match every occasion and every mood, all completely free.'

Music Choice is also offering the chance to jet off to see some of the biggest names in music at world-class venues. The winner of Music Choice's free prize draw will be able to see The Police in Toronto, Justin Timberlake in New York, Crowded House in California, or Muse in New York with concert tickets, flights and accommodation all included. Five runners-up will each receive tickets to a concert in the UK, a further two runners-up will receive a new Sky+ box plus many other prizes.

To subscribe to Music Choice Extra, customers should call Sky on 08702 404020*. To qualify for the special introductory price of £2.50 for the first three months they need to call before 8 July 2007 and subscribe to Music Choice Extra.

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About Music Choice

Music Choice is Europe's longest-standing legal digital music service, available in more than 14 million homes in 44 countries across Europe and the Middle East. Music Choice provides consumers with expertly programmed digital music services, from non-stop compilation channels via digital TV to easy-to-use integrated broadband streaming and downloading services, all free from interruptions from adverts, DJs or presenters.

www.musicchoice.co.uk

For further information please contact

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* Offer ends 8 July 2007. After the 3 month offer period customers will be charged the full prevailing price for Music Choice Extra, currently £5 per month, unless they unsubscribe.

* Calls provided by BT cost up to 8p per minute, plus a 3p connection fee. Charges from other providers may vary.