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Telstra cements re-seller agreement with Presto

Presto's streaming service to be offered with Telstra products, including mobile devices

Telstra, Australia's leading telecommunications provider today announced that it had cemented an agreement to re-sell Presto's subscription video on demand service to its customers.

The agreement means Telstra can market the Presto TV, Presto Movies and Presto Entertainment bundle subscription across a range of their product offerings, giving Telstra customers access to stream an unbelievable selection of 1000s of hours of ad-free movies and TV shows on demand.

The agreement will contribute dramatically to the expansion of consumer awareness of the Presto service, which has recently become available across even more mobile devices, including select iPhone and Android smartphones*.

"We believe Presto is a fantastic product delivering consumers access to an unbelievable subscription video on demand service of ad-free TV and movies and we are delighted that Australia's largest telecommunications provider Telstra has chosen to re-sell Presto to their customers," Shaun James, Director of Presto and VOD, said.

"It is a great stamp of approval for Presto, which is backed by Australia's leading subscription television provider Foxtel and Australia's number one free-to-air network, Channel Seven, and will provide us the opportunity to scale the product quickly, including across mobile devices."

"We look forward to working closely with Telstra to help develop their plans to offer Presto and market the service to their customers."

Eric Kearley, Telstra Director IPTV & Pay TV said the service is available to Telstra mobile customers from today and Telstra will soon launch a Presto app on the T-Box – Telstra's digital set top box. There are more than 600,000 T-Boxes in market throughout Australia.

"Telstra customers value choice and we are delighted to partner with Presto to bring their impressive catalogue of entertainment to our customers on the move and at home," Mr Kearley said.

"To celebrate our partnership with Presto, we are offering eligible Telstra mobile customers a complimentary three month Presto Entertainment subscription, so they can start enjoying blockbuster movies and complete seasons of popular TV series on-the-go."

This Telstra offer is available to Telstra Pre-Paid customers when they activate on the Telstra Pre-Paid Freedom offer before 25 May 2015. From today until 27 April 2015, eligible new and recontracting Telstra post-paid customers across mobiles, tablets and mobile broadband will also receive a complimentary three-month Presto Entertainment subscription. Standard monthly Presto Entertainment subscription fees apply upon expiry of the complimentary three month period*.

Presto will be unmetered for customers connecting to the service via Foxtel Broadband and Telstra fixed broadband. ISP and data charges will otherwise apply when viewing Presto over mobile networks and via non-Foxtel Broadband or non-Telstra broadband services*.

"We want to give our customers access to great content on a variety of devices and networks that suit their needs and I'm pleased to confirm that the service will be unmetered over Telstra fixed broadband services," Mr Kearley added.

The Presto service is currently available to subscribers across a range of subscription options, determined by their entertainment needs – consumers can choose Presto TV or Presto Movies as stand-alone subscriptions for \$9.99 per month or bundle both services with a Presto Entertainment subscription for \$14.99 per month.

The new and improved Presto TV subscription will offer a vast TV library featuring complete seasons of programs available to stream on demand.

Available programs include full seasons of HBO series ***The Sopranos*, *The Wire*, *Sex and the City*, *Entourage*, *True Blood*, *Girls* and *Boardwalk Empire***; SHOWTIME original series from CBS Studios International including ***Dexter®*, *The Borgias*, *Californication*, *Nurse Jackie* and *Ray Donovan***; Foxtel's award-winning local dramas ***Wentworth*, *Love My Way* and *Tangle***; the Seven Network's much loved Aussie dramas ***Packed to the Rafters*, *All Saints*, *Always Greener***, and overseas series ***Mr Selfridge*, *Rosemary and Thyme* and *A Touch of Frost***; ABC Commercial titles including ***Summer Heights High*, *We Can Be Heroes*, *Ja'mie: Private School Girl*, *Rake*, *Redfern Now*** and popular children's series and specials such as ***Bob the Builder*, *Thomas the Tank Engine* and *The Wiggles***; and from Viacom International Media Networks ***SpongeBob SquarePants*** and the lovable ***Dora the Explorer***.

Presto Movies features blockbusters and all-time favourite films from a regularly updated collection.

Specially curated selections of the TV and movie titles available on Presto are easily accessed through the 'Collections' feature, with the remaining wealth of constantly updated content on Presto easily discovered through the 'Search' feature. Presto encourages subscribers to check back regularly to discover new content via the Presto Community (community.presto.com.au), or to follow us on Facebook (www.facebook.com/presto) and Twitter (@presto).

Presto TV will be a 50-50 joint venture between Foxtel and Seven West Media.

*Presto requires an internet connection, data and a compatible device. Full list of compatible devices available at www.presto.com.au/devices. There is no ongoing subscription commitment, however Credit Card details must be provided at the time of Presto registration for any ongoing direct debit monthly subscription payments that apply. Monthly Presto Entertainment subscription fees apply from expiry of the 3 month complimentary period offered by Telstra unless subscribers cancel their subscription before the end of the complimentary period. Pro rata monthly subscription fees may be charged to existing Presto subscribers that elect to switch Presto subscriptions before the end of the complimentary period, for details see:

<https://community.presto.com.au/>. Recommended Internet speeds apply. Internet connection with minimum speed of at least 3Mbps required to view Presto. Presto is available over 3G/4G networks and Wi-Fi on compatible devices. ISP and data charges may apply when connected to 3G/4G and WiFi. Video quality may vary according to connection type. Only available for use in Australia. Full Presto Terms and Conditions apply, see: www.presto.com.au/webcms/legal/PRESTO. Copyright FOXTEL Management Pty Limited.

About Presto

Presto is powered by Foxtel, one of Australia's most progressive and dynamic media companies. Presto allows Australians to experience great entertainment on demand, for a low monthly subscription fee. Presto is currently available to its subscribers across Windows PCs, Mac, select iPads/ iPhones and select Android tablets/ smartphones and via Google Chromecast. Recent releases and old favourites from major and key independent film studios are currently available in a Presto Movies monthly subscription. Presto TV features a vast library of subscription on demand television content comprising a broad range of locally commissioned and internationally acquired content including drama, comedy, factual and entertainment TV programs. Presto Movies is owned by Foxtel Management Pty Limited. Presto TV will be a 50-50 joint venture between Foxtel and Seven West Media.

Each of Presto Movies and Presto TV is available for \$9.99 a month. The Presto Entertainment (Movies + TV) bundle is available for \$14.99 a month.

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About Foxtel

Foxtel is one of Australia's most progressive and dynamic media companies, directly employing around 2,500 people, and delivering a diverse subscription television service over cable, satellite and broadband distribution. We offer a better entertainment experience every day to each one of our 2.6 million subscribing homes through delivery of new and inspiring programming across all genres, the world's most popular channel brands, and investment in high quality local content. As constant champions of innovation we have brought customers the iQ personal digital recorder, Australia's largest HD offering, the Foxtel Go App for tablets and mobile devices, internet TV service, Foxtel Play and online movie service, Presto. Foxtel is owned by Telstra Corporation Limited ACN 051 775 556 (50%) and News Corporation (50%). foxtel.com.au

About Seven Network

Seven is Australia's most-watched broadcast television platform. Across the 2014 television season and in a year of major events, Seven – with three broadcast channels, Seven, 7TWO and 7mate, continues to lead in primetime, building on its market-leading performance in the 2013 television season. The network also dominates across breakfast and morning television. The network is expanding its presence in media, driving its leadership in the creation of content and delivering that content anywhere, anytime to the biggest audiences. The company is expanding its presence in the further delivery of its video and publishing content beyond its three digital broadcast channels and across an array of platforms, including Hybrid Broadband Broadcast Television. Seven is now creating more content than at any time in its history and is expanding its presence in international content production with the formation of two new international production companies: 7Wonder and 7Beyond. These two new businesses underline a key part of its strategy for today and in the future: the expansion of our leadership in the production of content. Seven is a key business of Seven West Media, Australia's leading multiple platform media company which has a market-leading presence in broadcast television, magazine and newspaper publishing and online. The company is the home of many of Australia's best performing media businesses – Seven, 7TWO and 7mate, Pacific Magazines, The West Australian and Yahoo!7, and the biggest content brands including My Kitchen Rules, House Rules, The X Factor, Home and Away, Sunrise, the Australian Football League, Better Homes and Gardens, marie claire, New Idea, Who, The West Australian and PLUS7.

About Telstra

Telstra is Australia's leading telecommunications and information services company, offering a full range of communications services and competing in all telecommunications markets.

In Australia we provide 16 million mobile services, 7.5 million fixed voice services and 3 million retail fixed broadband services.

We believe the more connected people are, the more opportunities they have. That's why we help create a brilliant connected future for everyone, everyday.

That's why we build technology and content solutions that are simple and easy to use, including Australia's largest and fastest national mobile network.

That's why we strive to serve and know our customers better than anyone else – offering a choice of not just digital connection, but digital content as well.

And that's why we have an international presence spanning 15 countries, including China.

In the 21st century, opportunity belongs to connected businesses, governments, communities and individuals.

As Australia's leading telecommunications and information services company, Telstra is proud to be helping our customers improve the ways in which they live and work through connection.

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