

## Aksh Optifibre ties up with Disney to provide movies on Video on Demand

- First IPTV service provider to sign an agreement with Disney ABC on UTStarcom platform
- Watch "George of the Jungle" swing and Chronicles of Narnia disappear at a click of your remote

### New Delhi, February x, 2009-

Aksh Optifibre Ltd., leader in IPTV service has signed a three year Video-On-Demand agreement with Disney ABC to present full-length Movies of Popular Titles from Disney/ABC Television Group, including ABC's "101 Dalmatians," "Armageddon," "George of the Jungle" and "Face Off," as well as many more. This is the second agreement to bring Hollywood content to Aksh's IPTV service, iconcontrol. This arrangement makes some of the Studio's most highly acclaimed releases available on iconcontrol.

### The tie up will

give subscribers the flexibility to watch Disney movies without any advertisement at their convenient time with features of bookmarking with a click of a remote with Rewind / Fast Forward and Pause options. Subscribers can watch a 3 hour movie in 1 hour or a day, as per their wish.

### iconcontrol

is a television connection allowing viewers to control television programmes as per their convenience with more than 120 channels, value added services like Video on Demand, A-Tube (Video Classifieds on lifestyle, matrimonial, travel, home entertainment etc) and iconcontrol Mall (shopping on television without giving credit card details). An extensive 360 degree approach is being incorporated by Aksh to promote this collaboration with Walt Disney. Commenting on the agreement

### Dr. Kailash Choudhari, MD, Aksh Optifibre Ltd,

"With this tie-up, we are delighted to offer our consumers an array of quality movies from the house of Disney. Entering into this agreement with Disney ABC helps us ensure that our iconcontrol IPTV service has a continuous slate of outstanding movies. We're enthusiastic to enter this new partnership with one of the greatest brands in the entertainment industry, especially at a time when we're expanding to reach out to more people."

Aksh is providing IPTV services in association with MTNL in Delhi and Mumbai & with BSNL for 20 cities in north India.

### About Aksh Optifibre Ltd:

Aksh Optifibre, a public listed company, is the FIRST company to launch IPTV services in India with the largest subscriber base and is already providing IPTV and VOIP services in Delhi and Mumbai, under an agreement with MTNL. Through the recent venture with BSNL the company plans to roll out and commence its IPTV services to twenty more cities in North India (selected cities in the states of Jammu & Kashmir, Punjab, Haryana, Rajasthan and UP (West)). For more information about iconcontrol, please visit <http://www.iconcontrol.co.in>.

Aksh is a large-scale manufacturer of cable and optical fibre. It has one of the world's largest single location manufacturing facilities for Fibre Reinforced Plastic Rods, which goes in to manufacturing Optical Fibre cables.

### About Disney/ABC Television Group:

The Disney/ABC Television Group is home to all of The Walt Disney Company's (NYSE: DIS) worldwide entertainment and news television properties. The Group includes the ABC Television Network (including ABC Daytime, ABC Entertainment and ABC News divisions); the Disney Channels Worldwide global kids' TV business, ABC Family and SOAPnet; as well as television production and syndication divisions ABC Studios, Stage 9 Digital Media, Disney-ABC Domestic Television and Disney-ABC-ESPN Television. The Disney/ABC Television Group also manages the Radio Disney Network, general interest and non-fiction book imprint Hyperion, as well the Company's equity interest in Lifetime Entertainment Services and A&E Television Networks.