

FOR IMMEDIATE RELEASE

**FOX INTERNATIONAL CHANNELS STRENGTHENS CHANNEL
PORTFOLIO AND ASIA OPERATIONS TO DRIVE
AGGRESSIVE BUSINESS GROWTH**

Affiliates and advertisers can harness full benefits of FOX International Channels' global scale and local expertise with significant resources on functional localization

ASIA, 16 OCTOBER 2009 -- FOX International Channels (FIC), the world's leading international channel network from the award-winning studio of the FOX Entertainment Group, today announces new arrangements of its channel portfolio and organizational structure to drive aggressive business growth in Asia.

As one of the three distinct business units of News Corporation's broadcast business in Asia, FIC has expanded its channel portfolio anchored upon three iconic brands - *FOX*, *STAR* and *National Geographic*. The rich channel line-up now consists of 37 channels including *FX*, *FOXCRIME*, *FOX*, *FOXLife*, *FOX Movies*, *FOX History & Entertainment*, *FOX Sports*, *STAR World*, *STAR Movies*, *Channel [V] International*, *National Geographic Channel*, *Nat Geo Adventure*, *Nat Geo Wild*, *National Geographic Channel HD*, *Nat Geo Music*, *Baby TV* and *TvN* available across 13 markets in Asia.

The enhanced channel portfolio expands FIC's audience reach in Asia to more than 426 million cumulative pay-TV subscribers with local-language programming, award-winning international content in diverse genres, and locally adapted and created shows programmed independently to address local market needs.

Operationally, FIC has revamped its organizational structure through its decentralization and localization strategies to accelerate business growth in Asia. Led by Ward Platt, President, and Zubin Gandevia, Chief Operating Officer, the company has now 15 local offices in the region as independent business centers to take full advantage of the potential of each local market.

Territory directors will be accountable for local profitability with functional support from the regional leadership team, which consists of industry veterans in distribution, creative, regional advertising sales, marketing, programming, technology and finance. The new additions bring a wealth of local and regional television experience to FIC's global business network, ensuring flawless support for affiliates and advertisers to reach maximum audience.

“Asia is a vibrant and burgeoning market with a unique cultural mix that creates countless business opportunities in the pay-TV industry. Alongside a sophisticated channel line-up and world-class service, the team of top-notch veterans provides unprecedented value to the company and our partners to stay competitive in the world's most exciting pay-TV region. Each of them has strong credentials, solid market knowledge and the entrepreneurial spirit that keeps our business nimble and growing,” said Zubin Gandevia, Chief Operating Officer, FOX International Channels Asia.

New Organizational Team Combines Global Expertise and Local Insights

Avinash (Avi) Himatsinghani, Senior Vice President and General Manager of ASEAN:

Heading up the ASEAN business of FOX International Channels Asia from Singapore, Avi is responsible for expanding business operations, advertising and affiliates sales for all channels in Singapore, Indonesia, Malaysia and Thailand. Avi is a seasoned pay-TV professional with over 10 years of experience in India and Hong Kong.

Jonathan Ellis, Senior Vice President, Revenues & Partnerships:

Jonathan leads a regional sales team of 42 members in nine offices in Asia to strengthen the regional advertising sales business and affiliate partnerships. Prior to joining the regional team, Jonathan was Senior Vice President of Advertising Sales for STAR Hong Kong with over 12 years of achievements in global broadcast media.

Joon Lee, Senior Vice President, Programming, Creative and Channel Operations, Country Manager of Korea:

Joon oversees programming and production operations for FOX International Channels' 37 channels across 13 markets in the Asia Pacific and the Middle East region, as well as business development in Korea. A 10-year veteran of the growing Korean broadcasting scene, Joon joined STAR TV in 1999 and later took the role of Country Manager of FIC Korea prior to joining the regional team.

Nathane Banks, Senior Vice President, Broadcast Operations and Equipments:

A 17-year veteran of the global broadcasting industry, Nathane develops an advanced network broadcasting system that delivers 37 FOX International channels to its distribution partners across Asia Pacific and the Middle East. He is committed to exploring new ways to reach audiences through cutting-edge technologies and innovations to smooth the workflow from production to broadcasting.

Sonia Jackson, Senior Vice President, Marketing; General Manager, Hong Kong and Philippines:

Sonia looks after the marketing efforts for all the FOX International channels across Asia. With over 17 years of marketing experience, including 11 years in National Geographic and FOX International Channel offices across Europe and Latin America, Sonia is a seasoned television executive with extensive brand management experience in broadcasting. Sonia takes on a further role as General Manager for both the Hong Kong and Philippines markets.

Edwina Ngao, Vice President, Affiliate Sales & Partnerships:

Heading up the newly established distribution business of FOX International Channels Asia, Edwina is responsible for expanding channel distribution and affiliate sales, including digital and new media efforts, for all channels across the region. Edwina brings more than 10 years of regional distributorship experience in the television business to this role.

Stationed in Hong Kong, the regional team will report directly to Zubin Gandevia.

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About FOX International Channels

FOX International Channels (FIC), a unit from the award-winning studio of the FOX Entertainment Group, is the world's largest international channel network operates 180 channels worldwide. FIC develops and distributes wholly and majority-owned television channels in all markets across Europe, Africa, Latin America and Asia in its 20 channel brands through over 170 television services in 34 languages.

In Asia, FIC operates 17 channel brands including the iconic FOX, STAR and National Geographic brands across 13 markets in Southeast Asia & Hong Kong, China, Taiwan, Japan, Korea, Australia, the Middle East and India. The FIC broadcast network currently reaches more than 426 million cumulative subscribers in Asia. For more information, please visit <http://www.foxinternationalchannels.com>

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