



PRESS RELEASE

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BRITISH SKY BROADCASTING GROUP PLC

Sky passes eight million DTH subscribers

BSkyB announces today that it has passed its target of eight million direct-to-home (DTH) subscribers.

Commenting on the milestone, James Murdoch, Sky's Chief Executive, said:

"Sky is achieving strong growth. Nearly one in three homes and counting have chosen Sky and we are especially well placed to broaden Sky's appeal as entertainment and communications come together. We thank our current and future Sky customers for joining in and for helping to make Britain one of the world's leading digital TV marketplaces."

As previously announced, Sky's key operational targets for the medium term are to reach 10 million DTH subscribers in 2010, with 25% penetration of Sky+ and 30% Multiroom penetration.

end

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