

MARKET RELEASE

18 December 2014

LIGHTBOX FORMS JOINT VENTURE WITH COLISEUM SPORTS MEDIA

Spark New Zealand said today that its standalone internet TV business, Lightbox, has formed a joint venture partnership with Coliseum Sports Media to bring premium sports content to more New Zealanders.

The venture will be called Lightbox Sport and will include 100% of Coliseum Sports Media New Zealand content including Golf, English Premier League football, French TOP 14 rugby and all future New Zealand based projects.

The partnership is consistent with the ambitions of Lightbox to deliver greater online TV choice and value to New Zealanders.

Further details of the partnership are outlined in a joint media release from Lightbox and Coliseum Sports Media. A copy of this release is attached.

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LIGHTBOX

News release

December 18, 2014

Lightbox Sport joint venture kicks off

Online TV service Lightbox and Coliseum Sports Media today announced a joint venture partnership to bring premium sport content to more New Zealanders.

The venture will be called Lightbox Sport and will include 100% of Coliseum Sports Media's New Zealand content including Golf, English Premier League football, French TOP 14 rugby and all future New Zealand based projects.

The combined viewership for these events alone is more than a billion worldwide, with Kiwi talent making its fair share of appearances. The French TOP 14 includes 21 ex-All Blacks and a further 15 New Zealanders, golfing superstar Lydia Ko plays in the LPGA Tour and Winston Reid is fast-becoming one of the best defenders in the English Premier League.

Lightbox CEO Kym Niblock says the partnership reinforces the vision for the future of Lightbox, by delivering more relevance and value to customers.

"This partnership looks to simplify the crowded online TV marketplace. By joining forces we will be giving customers a greater breadth and depth of choice and a more compelling viewing experience.

"Both Lightbox and Coliseum Sports Media already give Kiwis greater choice over how they watch TV online, and both have proven the ability to secure top quality content - but together, our combined buying power will make us an even more formidable force in the market," says Niblock.

Coliseum Sports Media CEO Tim Martin says the partnership is about bringing sports to a wider audience.

"The reality is online sports viewing, and paying for the sport you want to watch, is rapidly becoming mainstream around the world. By pooling resources with Lightbox we want to make sport more accessible and more affordable for all.

“Lightbox delivers great TV online, and sport is a huge part of that. This partnership will give Kiwis more freedom to watch the sports they want, when they want,” says Martin.

In the immediate future both Lightbox and CSM’s existing properties will continue to run as they do now.

Following the business venture announcement today the board and management team of Lightbox and Lightbox Sport will work on the business of building the best packages with the best price levels to deliver a mix of entertainment, including sport, that consumers will have control over.

“This is the start of an exciting journey for customers,” says Niblock.

“From day one we said we were going to add to our insanely good TV line-up and we are making good on that promise by offering customers more choice over the shows, and soon the sport, they watch at compelling value. We look forward to revealing more details on our progress in the future.”

The joint venture agreement is signed and comes into effect today, however it remains conditional on a number of legal matters.

To celebrate the partnership Lightbox Sport is offering free French TOP 14 rugby until the end of January. Visit www.top14pass.com and use the voucher code FRENCHTOP14 to start watching.

Ends

About Lightbox

Lightbox is a New Zealand-made subscription video on demand service (SVOD) that gives you the freedom to choose from thousands of hours of great TV shows, all ready to watch when you are, with no ads to interrupt. With award-winning drama and crime shows, popular comedy and sci-fi series, and an impressive line-up of kids’ programmes, Lightbox has something for the entire family to enjoy. The service can be used by anyone with a broadband connection and is compatible with selected Samsung Smart TVs and tablets, desktop PCs, laptops, iPads and on Apple TV with Airplay. The first 30 days are free, so new subscribers can try out Lightbox. After that, it’s only \$15 per 30 days for all you can eat TV. Your usual ISP charges apply. There are no fixed contracts, no set-top boxes required and no installation costs – it’s TV, online, anytime. See www.lightbox.co.nz for more details. Follow Lightbox on Facebook www.facebook.com/lightboxtv and Twitter @lightboxNZ.

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