

Statement on Free TV advertising revenue for metropolitan commercial TV networks January – June 2010

21 July 2010

Ten Network Holdings Limited today advised that it was pleased to confirm Network Ten's 5-city metropolitan advertising revenue of \$402.23 million for January to June 2010, representing the best-in-market growth on the same period last year of 21.24 per cent.

Network Ten also advised it held serious concerns regarding the accuracy of both the composition and allocation of metropolitan commercial television revenue released by Free TV today for the six months to 30 June 2010.

As a consequence, Network Ten today formally advised Free TV that it will no longer participate in the collation of the Free TV commercial TV advertising revenue data.

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