

29th October 2001

Dear Mr [REDACTED]

Welcome to ITV Digital. The enclosed pack gives you details of the great services ITV Digital has to offer and how to make the most of them.

You have chosen the following channels as your prepaid package.

Carlton Cinema, Discovery Kids/Wings, UK Horizons, Granada Plus, Sky One, UK Gold

Did you know, for only £3 a month more, you could receive another ten of our Primary channels. You can choose to take a combination of our Premium channels.

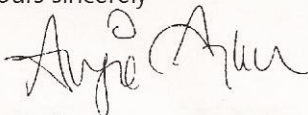
From August, a great new Premium channel became available to ITV Digital customers. The ITV Sport Channel brings you unrivalled action from the UEFA Champions League, Nationwide Football League and the Worthington Cup. There's also extensive highlights, analysis and live pay-per-view coverage of the FA Barclaycard Premiership on our new pay-per-view service, ITV Sport Select.

Don't forget to keep up-to-date with all the latest goings on in our great new weekly TV Guide, TV7. It brings you listings for every digital channel, exclusive interviews, competitions and special offers not available anywhere else for only 39p a copy (£1.69 a month). Please call us to arrange delivery of your first four free issues.

We aim to make digital television easy and enjoyable for you, so please let us know if you think we can improve our services. You could help us now by filling in our enclosed questionnaire. It will only take a few moments and you could win a brand new Smart Car!

Remember, you can add channels to your subscription at any time, so why not open up this pack and look through all of the available channels on ITV Digital? You may find you're missing out on something.....

Yours sincerely



Angie Ryan
Director of Customer Services