

IMPORTANT INFORMATION

16 March 2001

Dear [REDACTED]

Welcome to your fourth free issue of the new weekly TV listings guide, ON7. As we stated in the last three issues, this is your last free issue of ON7. If you do not want to pay 39p an issue to receive future copies of ON7 you need to let us know by calling us on 0870 600 9696 or by returning one of the reply paid cards we sent with the first three issues.

Before you enjoy your fourth free issue I would like to explain again why we are no longer able to produce your monthly listings guide and instead bring you ON7.

The move by several important channels towards publishing only weekly listings makes it impossible for us to continue to produce an accurate monthly guide. We just don't have the information far enough in advance. We put a number of alternatives to a group of our customers and the vast majority felt that it was better to withdraw the monthly guide and produce a weekly magazine at a small charge. By moving to a weekly guide we can also now include TV listings for BBC1, BBC2, ITV, Channel 4 and Channel 5 and the other digital channels.

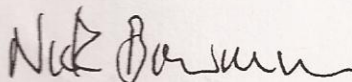
We believe having ON7 delivered to your home for just £1.69 a month (39p* an issue) is both convenient and excellent value. However, if you decide you do not wish to receive ON7 all you have to do is contact us before 28th March 2001.

For those of you that choose not to receive ON7 we've developed a monthly highlights guide that tells you about the best programmes in the month ahead, but unfortunately, cannot include detailed programme listings. If you have already registered that you would like to opt out of ON7 you do not need to contact us again.

If you are one of our customers who does not make a regular monthly payment because you have our ONdigital basic prepaid arrangement, you will need to call us to confirm your address and make arrangement for payment before we can start to send you ON7.

Please do not hesitate to call us if you have any other questions regarding ON7, your new weekly guide. We hope you continue to enjoy it!

Many thanks,



Nick Bowman
Director of Customer Services

* Your monthly charge will be increased by £1.69 per month, this figure is calculated as 39p a week for 52 weeks a year spread over 12 months, and is payable following expiry of your first 4 free copies.