

Megacable & Moviecity present: Moviecity Play

- *Demonstrating leadership in delivering the best television experience, **Megacable** becomes the first pay TV operator to offer in Mexico Moviecity Play.*
- *Moviecity Play is the system that let you view the contents of the premium channel's package of Moviecity online, at a time and place that the subscriber decides.*

Guadalajara, Jalisco, July 29, 2011. Megacable launch to all its subscribers Moviecity Play, the system that let you view the contents of Moviecity online at the time and place as the subscriber chooses.

Through this service, on-demand content online, the subscriber can access Megacable major titles on display from Moviecity premium package, including series, movies, concerts and documentaries from the computer.

This service allows the subscriber to access at the time and day you want to a large amount of content found in Moviecity channel package. These contents are updated every month and have the advantage that it can be advanced, delay, pause and see it all the times you want.

To access Moviecity Play, you must have purchased the Premium channel package of Moviecity. The subscriber must enter the web site of Megacable www.megacable.com.mx or Moviecity www.moviecity.com/play/, select the pay-TV provider and fill out the information requested. It is necessary to open an account online.

For more information, please visit: <http://inversionistas.megacable.com.mx> or contact:

Saul Alonso Gil Peña
Investor Relations Manager
Phone (33) 3750-0042 Ext.1091
sgil@megacable.com.mx