



16 October 2007

GEOFF HILL APPOINTED AS EDITOR-IN-CHIEF OF SETANTA SPORTS NEWS

Setanta and Virgin Media are delighted to announce the appointment of Geoff Hill as Editor-in-Chief of the soon-to-launch Setanta Sports News channel, produced by ITN.

Geoff, a senior programme editor at ITN responsible for producing the ITV News at Ten Thirty, will set the daily sports news agenda for the 24-hour news channel and head a new team of nearly 60 people. He will ensure Setanta Sports News becomes the UK's premier source of breaking news and must-watch coverage across all major sports genres.

Geoff began his career as a newspaper reporter on the Southwark News before moving into television to work on ITV's London Tonight from 1993 to 2000. He then joined ITN, first as Home News Editor for ITV News, responsible for day-to-day news reporting, and then as Senior News Editor for ITV News, co-ordinating all newsgathering logistics on major deployments. He took charge of coverage of the 2004 US Presidential elections, the Israel-Lebanon conflict in 2006 and the 7-7 London bombings. Geoff was also in charge of ITN's coverage of the World Cup in Germany in 2006.

Since 2006, Geoff has been the Programme Editor for ITV1's flagship News at Ten Thirty, which delivers an audience of 3 million viewers.

Mark Wood, Chief Executive of ITN said: "Geoff has become an outstanding editor and a rising star at ITN and is will the ideal person to launch this exciting new channel He brings energy, ideas and a passion for Sport as well as immense experience of how to get the very best out of a TV news team."

Michael O'Rourke, joint CEO of Setanta Sports, added: "Having someone of Geoff's calibre and experience as part of the Setanta Sports News team is a great result for us. Geoff will bring many fresh new ideas, backed up with strong editorial experience, and will form a key part of the team who will shape a new way of looking at sports news. We are delighted to welcome him to the Setanta team."

Malcolm Wall, CEO of Content for Virgin Media said: "Virgin Media has always aimed to provide our customers with the very best in high quality content and Geoff's appointment will ensure that Setanta Sports News does this in spades. He will lead a very strong editorial team and I am in no doubt will be integral to the success of the channel."

Geoff Hill commented: "Editing the Setanta Sports News channel is an incredibly exciting opportunity and I am thrilled to be in at the beginning and look forward to building a fantastic channel with un-missable, must-see sports coverage. I have spent an amazing seven years at ITV News and I have had the opportunity to work on the biggest stories of recent years but as a die-hard sports fan myself this new role is an opportunity not to be missed. "

Ends

For more information please contact John Nolan at ITN - 020 7430 4216

Note to Editors

ITN

ITN is one of the world's leading news and multimedia content companies creating, aggregating, packaging and distributing news and other multi-platform content to a wide range of customers around the globe.

In the UK ITN produces news programmes for ITV1, ITV London, Channel 4 and More 4 as well as supplying news to over 260 commercial radio stations (IRN). ITN's multimedia division ITN On has led the way in producing news and entertainment content for mobile and broadband platforms. Clients include Vodafone Live!, 3, MSN, Yahoo, Telegraph Media Group and Virgin Media.

ITN Source is the creative industries' first choice for professional video content, representing the world's largest and most diverse collection of moving image libraries. With over 800,000 hours of iconic film and inspiring stock footage captured over three centuries, ITN Source represents the British Pathe, Reuters, ITN, Channel 4, Granada, Channel 9, Fox News and Fox Movietone archives, amongst other specialist collections.

ITN's headquarters are in London with international bureaux and offices in New York, Los Angeles, Berlin, Brussels, Paris, Beijing, Sydney, Johannesburg, Bangkok and Tokyo.

For further information please visit www.itn.co.uk or www.itnsource.com

Setanta Sports

Setanta Sports is a leading international pay-TV sports broadcaster operating ten channels in the UK, Ireland, North America and Australia. Founded in 1992, its premium sports content is available to more than 50 million digital homes worldwide. Setanta operates more sports channels than any other broadcaster in the UK and Ireland. Setanta broadcasts 46 exclusively live Barclays Premier League games, along with US PGA Tour golf, Magners league Rugby, Blue Square Premier League football and lots more. From 2008 Setanta Sports will broadcast the majority of FA Cup games and the Community Shield exclusively live.

Virgin Media

Virgin Media is an innovative and pioneering UK entertainment and communications business. For the first time consumers can get everything they need from one company - the UK's only quad play of TV, broadband, phone and mobile plus the most advanced TV on demand service available, the UK's first high definition TV service and V+, our high specification personal video recorder. We're the UK's most popular residential broadband provider, the largest virtual mobile network operator and the second largest provider of pay TV and home phone.

Virgin Media owns two content businesses - Virgin Media Television (VMTV) and sit-up. VMTV owns eight entertainment channels – Virgin 1, Living, Living 2, Bravo, Bravo 2, Challenge, Trouble and Ftn - and is a 50% partner in UKTV which consists of ten channels including UKTV Gold and UKTV History. Sit-up runs retail TV channels bid tv, price-drop tv and speed auction tv.