

Current report number 7/2013

From: **Kino Polska TV S.A.**

Issued on: January 17, 2013

Subject: **The decision to change the formula of the broadcast of commercials**

Legal basis: Article 56 sec. 1 point 1 of the Act on Public Offering – confidential information

Content of the report:

The Management Board of Kino Polska TV S.A. ("the Company") announces, that it has decided to change the formula to broadcast commercials on the produced and distributed by the Company channels – Kino Polska Television and FilmBox Basic.

These changes are associated with shortening and increase in the frequency of individual commercial breaks by their broadcast during selected television programmes.

The Company has decided that part of the revenue derived from this source will be used to digitally reconstruct the works of Polish cinema.

The introduction of these changes is scheduled from February 1, 2013 in the case of Kino Polska Television and from March 1, 2013 for the channel FilmBox Basic.

The Management Board believes this information to be essential, because the actions described above will allow for a maximum utilization of airtime allocated by the law to broadcast advertising materials, as well as to increase the Company's financial performance in the segment of ad sales.

Signed by:

Piotr Reisch, President of the Management Board

Bogusław Kisielewski, Member of the Management Board