



## **ALDEA CAPTURES THE NUMBER ONE POSITION FOR DELIVERY OF THE 2010 WORLD CUP TO LATIN AMERICA**

*Aldea selected by major broadcasters in Latin America and throughout the world for the transmission of the 2010 FIFA World Cup*

**Montreal, Canada, June 10<sup>th</sup>, 2010** – Building upon its successes at the 2006 FIFA World Cup and 2008 Olympic Games, Aldea Solutions Inc. announced today that it has secured contracts to deliver the games of the 2010 FIFA World Cup to most major broadcasters in Argentina, Brazil, Chile, Colombia, Mexico and Spain.

By the time the championship game is played on July 11<sup>th</sup>, a cumulative audience of over 2 billion viewers will have watched the games via Aldea's state-of-the-art fiber optic network.

Aldea has designed a high-quality bi-directional managed video and data transport solution that will enable live HD and SD broadcasts from temporary studios in Johannesburg and Cape Town to be delivered to each of its clients' studios.

To ensure the best possible service and experience throughout this unique global event, Aldea has deployed diverse high-capacity fiber-optic routes out of South Africa, and has implemented the highest-quality transport and video encoding technology platforms. The event will be managed by an experienced 7x24 technical support team in South Africa, as well as a dedicated operations and monitoring team at Aldea's headquarters in Montreal, Canada.

Lionel Bentolila, CEO of Aldea, said: "We appreciate the tremendous vote of confidence that the broadcast industry has placed on our company. Using Aldea's services, our customers can benefit from the inherent capabilities of fiber transmission such as minimal latency and higher quality. We look forward to delivering a breath-taking experience for our clients' viewers around the world during this year's World Cup".

He added that: "Aldea's expertise in international fiber-based video services, its end-to-end management capabilities and its success in delivering past global event coverage were the key factors in being selected – time and time again – for this mission critical application".

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Page 2

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Aldea will also address the expected demands for expanded coverage during the event. To showcase the color and spirit of the World Cup for an international audience, Aldea has partnered with specialized production companies to offer studio and live stand-up positions from various cities in South Africa. This special coverage is being offered to broadcasters and Internet portals around the world.

**About Aldea**

Aldea Solutions Inc. is a leading provider of broadcast-quality video services and solutions for the television, film and media industries. The Company provides end-to-end worldwide transmission services using fiber facilities. The Company operates the first pan-American fully automated fiber-based network for broadcast services with points-of-service in major cities throughout the Americas, with international points-of-presence in Europe. The Aldea video network covers 17 cities and 10 countries: Miami, New York, Washington D.C, Los Angeles, Boston (USA), Toronto, Montreal (Canada), Mexico City, Guadalajara, Monterrey (Mexico), Lima (Peru), Caracas (Venezuela), Sao Paulo (Brazil), Santiago (Chile), Buenos Aires (Argentina), Bogota (Colombia) and Madrid (Spain). [www.aldea.tv](http://www.aldea.tv) Aldea is a fully owned subsidiary of Marcatel.

**About Marcatel**

Marcatel, established in 1996 in Monterrey Mexico, offers voice, data and telecommunication infrastructure services nationwide through its high capacity fiber optic network, with an approximate length of 5,000 kilometers that extends throughout the Mexican territory. [www.marcatel.com](http://www.marcatel.com).

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