



FOR IMMEDIATE RELEASE

TV3 Selects Aldea for its coverage of the 2012 London Olympic Games

TV3 will provide footage and live show's using Aldea's fiber transmission facilities from London.

MONTREAL, July 31, 2012 –TV3, the primary television channel of Catalan public broadcaster Televisió de Catalunya, announced today that they have selected Aldea Solutions Inc to deliver their occasional use transmissions from Aldea's facilities at Marshgate Lane, for coverage of the Olympic Games in London.

TV3 is a television station that prioritizes quality and innovation and seeks to promote a distinctive style in its content while trying to reach the maximum possible number of viewers. For this event TV3 will be delivering content to three of their channels; TV3, 3/24 and Esport3 the dedicated sports channel of TV3.

From the position at Marshgate Lane Aldea offer broadcasters a fantastic back drop of the Olympic Stadium, the Aquatics Centre and the Olympic Orbit. Aldea provides multi format services in either HD or SD with onward worldwide delivery using either fibre or satellite. Additional facilities also include production office accommodations, internet and FTP services upon request, as well as dedicated on-site catering and security.

"We chose Aldea because of their outstanding technical facilities and services that they are offering TV3 and all at very competitive prices. They have an excellent location at Marshgate Lane, and have shown professionalism and efficiency in managing our requirements" said Ms. Lourdes Aixersch, Sports Producer for TV3.

Lionel Bentolila, Aldea's CEO, added: "We are very pleased to be selected by TV3 for delivery of their Olympic Coverage requirements. We will be closely managing the event with an experienced technical support team at Marshgate Lane, as well as a dedicated 24/7 operations and monitoring team at our headquarters in Montreal, Canada".

TV3 plan to transmit multiple live stand-up transmissions from Marshgate Lane which will be delivered to TV3's studios in Spain using Aldea's fibre network.

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About Aldea

Aldea Solutions, Inc. is a leading provider of services and solutions for the television, film and media industries. Established in 2000 in Montreal, Canada, Aldea operates the first pan-American fully automated fiber-based network for broadcast services with points-of-service in major cities throughout the Americas, and with international points-of-presence in Europe. The company offers fully managed end to end transmission services using its fibre and partner teleport facilities, including full time and occasional use services, video as file, HD encoding and other production and transmission services a customer may require. The Company's services are used by leading major broadcasters and media companies around the world for the transmission of sports, news and television programming. www.aldea.tv. Aldea is a fully owned subsidiary of Marcatel.

About TV3

TV3 is the primary television channel of Catalan public broadcaster Televisió de Catalunya, a subsidiary of the CCMA (Catalan Corporació Mitjans Audiovisuals). TV3 started its trial broadcasts on 11 September 1983 with the aim of contributing to the linguistic and cultural normalization of the country, and today is the primary means of communication of Catalonia and television reference for the vast majority of its citizens. TV3 broadcasts programs only in Catalan, with an optional dual track in the original language for some foreign-language series and movies. TV3 is also a founding member of FORTA (Federation of Autonomic Radio and Television Organizations of Spain).

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