

press release

27 January 2011

BSKYB sees profit soar sky high

- BSKYB reports a 78% increase in pre-tax profits
- The Share Centre currently lists BSKYB as a 'hold' for investors
- Investors should remain cautious pending the outcome of potential takeover

Nick Raynor, investment adviser at The Share Centre explains what this means for investors.

"This morning BSKYB reported that its pre-tax profits climbed to £237m from £185m in the six months to 31 December. The company reported that it had added 140,000 customers during the period, taking the total number above 10m. Nearly a quarter of customers take all three services on offer – telephone, broadband and TV services.

"It's good to see that the results released from BSKYB today show no affect or disruption from the Newscorp bid currently on the table. The company is still eager to expand its services as highlighted with the recent purchase of The Cloud, a provider of Wi-Fi networks and locations across the UK.

"These are good results and it's easy to see why Newscorp would want a piece of the action. We will continue with our hold recommendation pending the outcome of the takeover offer."

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For further information please contact:

The Share Centre
Stephanie Reynolds
PR Executive
01296 439 256
Stephanie.reynolds@share.co.uk

Lansons Communications

Inez de Koning / Lucy Willatt / Lisa Grando

0207 294 3623 / 020 7566 9717/ 0207 294 3669

inezd@lansons.com / lucyw@lansons.com / Lisag@lansons.com

Risk Warnings:

Investing in general, and the products and services mentioned above may not be suitable for all: if in doubt, individuals should seek independent financial advice. The value of investments and the income from them can go down as well as up and investors may not get back their original investment. Past performance is not a reliable indicator of future performance.

The bases and levels of taxation relating to ISAs, CTFs and SIPP's are subject to change and the value of these tax allowances may depend upon the circumstances of the individual.

About The Share Centre:

The Share Centre was established in 1990 to provide value-for-money share services for private investors. Its range of services includes buying and selling shares (by Internet, telephone and post) and a comprehensive share administration and safe custody service. Tax-efficient investment 'wrappers' including ISAs, CTFs and SIPP's are also available.

The Share Centre's Advice team provides comment on market sectors, individual shares and funds on www.share.com. Access is available to customers and registered users of the site. Registration is free. To understand how our Advice team arrive at their views please read our [Investment Research Policy](#)

In addition, account customers can receive individual telephone advice on UK-listed shares and on funds traded via the CoFunds trading platform.

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