

PRESS RELEASE

Biznet Launches the First Cable TV with High Definition (HD) Quality in Bali

Denpasar, September 15th 2013 – On the 13th Anniversary of PT Supra Primatama Nusantara, known as Biznet Networks, we are committed to become one of the leading fixed line telecommunication and multimedia operators in Indonesia. With max3 brand, Biznet Networks is offering Internet + Cable TV services in Bali.

Adi Kusma, President Director of Biznet Networks, said that starting today people in Bali can enjoy max3 Internet + Cable TV services. "Broadband Internet with bonus High Definition quality Cable TV, is the latest innovation made by Biznet Networks. We are the first company to present Cable TV service with HD quality in Bali," he said.

With monthly fee starting from Rp 250,000/month, customers can enjoy and get entertainment through the Ultra Fast Internet and digital Cable TV services that contains of 81 channels (55 Standard Definition channels and 26 High Definition channels), including local TV channels.

Media Partners Asia (MPA-a TV research institute in Singapore) data shows that as per today Indonesia has more than 60 million households, with 40 million who owns TV. But only 2-3 million customers subscribed for pay TV service. Approximately there are around 37-38 million households who are still watching free to air (FTA) channels.

Meanwhile, as Cable & Satellite Broadcasting Association of Asia (CASBAA) projected, this year TV Cable subscribers in Indonesia will reach 5 million customers. Which there is a promising potential for pay TV industry to grow in Indonesia.

By looking at the data and current service offered by other Cable TV company in Bali, Adi is optimistic that max3 will be accepted in Bali market.

With the rapid growth of Bali tourism industry, by the end of 2013, Biznet Networks targets are 1,000 subscribers through 5,000 homepasses built. The target market for max3 are home, apartment and villa. Now max3 Internet + Cable TV can be enjoyed in certain area in Seminyak, Ubud, Kerobokan, Denpasar, Kuta, Nusa Dua and Jimbaran.

For hotel, service apartments, hospitals and dormitory market, Biznet also has *max3 hospitality* service, an integrated solution combining Biznet Dedicated Line and max3 Cable TV services.



RIMBA Jimbaran Hotel, will be opening on 18 September 2013, is the first hotel in Bali using max3 hospitality solution. *"Our guests are hoping for the best services, and it has been our commitment to provide the best facilities such as high-speed Internet connection, WiFi, and high quality Cable TV with Digital HD to fulfill RIMBA's guests satisfaction,"* explained Clive Edwards – Resort Manager RIMBA Jimbaran Bali.

To get more information about max3 services, including coverage area and price list, prospective customers could visit max3 store located in Jl. Teuku Umar No 226, Denpasar or contact max3 Call Center at **(0361) 500933** and website www.mymax3.net.

About max3

max3 is a retail brand of Biznet Networks, the leading telecommunication and multimedia operator in Indonesia. Currently, max3 offers ultra fast Internet service with a bonus of High Definition (HD) Cable TV service for home and apartment users. For more information on max3 service and registration, please visit www.mymax3.net.

About Biznet Networks

Biznet Networks is the leading of fixed-line telecommunication and multimedia provider in Indonesia, providing Internet, Data Center and Cable TV services. Biznet Networks has been providing and operating the fastest Fiber Optic Network and the biggest Data Center in Indonesia since year 2000. For more information about Biznet Networks and its services, please visit www.biznetnetworks.com.

About Rimba Jimbaran

Under the management of Capella Hotel Group, RIMBA Jimbaran Bali will officially opened for public on September 2013 with 282 rooms and suites. This 8 acres resort located in AYANA Resort and Spa Bali area, covering an area of 77 acres overlooking Jimbaran Bay, just 12 kilometres from the airport. Free WiFi service will be provided in all areas of RIMBA. RIMBA Jimbaran Bali has launched the opening price quote for all booking before December 22nd 2013. Book directly to save up to 36%, including daily buffet breakfast, Balinese Massage for two person, and shopping bonus of US\$ 50/room. For booking/further information, please contact bookings@rimbajimbaran.com.

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