



SKY ACQUIRES TV SHOW (BRAZIL)

September 9, 2013. Communications Equity Associates (“CEA”) announced today that it advised Old UGC, Inc. (the “Company”) in connection with the sale of its subsidiaries TV Show Brasil S.A. and Rapix Tecnologia e Internet Ltda. (collectively, “TV Show”) to Sky Brasil Serviços Ltda., a subsidiary of US-based DIRECTV.

TV Show provides pay-TV and broadband connectivity services in the City of Fortaleza, Ceará State, Brazil, through a MMDS and other licenses. Fortaleza is Brazil’s fifth largest city with a population of approximately 2.5 million.

DIRECTV is one of the world's leading providers of digital television entertainment services delivering a premium video experience through state-of-the-art technology, unmatched programming, and industry leading customer service to more than 32 million customers in the U.S. and Latin America. DIRECTV operations in Brazil are conducted under the Sky brand.

Waldo Glasman, Managing Director of CEA’s Latin America corporate finance advisory group, advised the Company on the transaction. Mr. Glasman is based in CEA’s New York office.

About CEA

Founded in 1973, CEA is a leading provider of investment banking services and private equity to the global communications, media, entertainment, and information technology industries. With a team of highly experienced personnel worldwide, CEA has an unequalled depth and breadth of industry knowledge, expertise and long-standing industry relationships. CEA has completed over 900 transactions totaling \$45 billion in 60 countries. CEA and its affiliates also manage, co-manage or participate in a worldwide family of private equity funds with committed capital of approximately \$1.15 billion for private equity investments in the industries CEA serves. CEA’s reputation and track record of success are built on delivering innovative, value-added solutions and services to clients worldwide. CEA Atlantic Advisors, LLC is a FINRA Registered Broker-Dealer and a member of SIPC.

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For additional information about CEA Investment Banking, please visit www.ceacapitaladvisors.com

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