



Norkring Belgium colours ether TV green

(Brussels – 1.../12/2010) As a young and innovative media company, Norkring Belgium is very aware of the importance of ecology and sustainability. Norkring Belgium has complete infrastructure at its disposal in Flanders and Brussels for the digital transmission of radio, television, and data signals via the digital and analogue ether (DVB-T, DAB, DVB-H, FM and AM). Starting in January 2011, all of the energy used by this infrastructure will come from sustainable, inexhaustible energy sources such as windmill parks and hydroelectric power stations. No CO₂ is released using these technologies, resulting in an annual reduction of 2,600 tonnes of CO₂. The choice of Norkring Belgium for 100% green electricity for all of its broadcasts helps reduce the ecological footprint of its viewers and listeners.

Bart Bosmans, CEO Norkring Belgium nv: *“Norkring Belgium bears a great responsibility due to its energy consumption. So, in addition to upgrading our TV and radio infrastructure, we opted for 100% green and renewable energy. This represents an important contribution to a greener environment, which helps reduce the ecological footprint of all of our viewers and listeners.”*

Dany Vandeveld, Senior Investment Manager of Flemish investment company PMV nv: *“Norkring Belgium's green power initiative reflects the pioneering role in the area of sustainability that PMV seeks in its investments. It is clear that every company or individual must take steps to realise the sustainable development of our economy. PMV helps lower the threshold, and is proud of the efforts made by Norkring Belgium.”*

–About Norkring Belgium - www.norkring.be

Norkring Belgium is a network operator with its own broadcasting network and transmission licenses for wireless digital television, digital radio and other digital data applications in Flanders and Brussels. Norkring Belgium has operated the entire transmitter site for Flanders and Brussels since March 5, 2009. Norkring Belgium also obtained the licenses, and the related digital frequency packages, to offer a television and radio broadcasting network in late June 2009.

About PMV - www.pmv.eu

PMV nv is a Flemish investment company that provides financing to promising companies, from their inception through their development and internationalisation. PMV also invests in major infrastructure projects. It focuses on projects that further the sustainable economic development of Flanders, with demonstrable added value for the economy and society.

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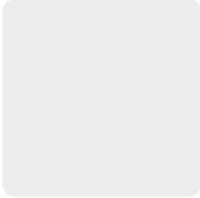
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Geert Maes
Directeur Business to Business



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