



Statement to the South Pacific Stock Exchange

16th September, 2011

COMMUNICATIONS FIJI LTD OPENS NEW PNG RADIO STATION

Communications Fiji LTD (CFM) this morning welcomed the newest member to its family as radio station Legend FM Bikpela 101 hit the airwaves of Papua New Guinea.

The new station is CFM's subsidiary PNG FM's third radio station joining Nau FM and YUMI FM and is the Communication Fiji Ltd groups' eighth station in Fiji and Papua New Guinea.

Legend FM Bik Pela 101 broadcasts a similar radio program to its Fiji namesake targeting an urban educated mature market. "We see Legend FM sitting nicely alongside Nau FM which is more youth oriented and YUMI FM that has a huge Tok Pisin audience", says Adrian Au, PNG FM General Manager. "The Legend FM audience will be smaller but they are listeners with a high disposable income so we expect it to be very attractive to advertisers".

The new station will broadcast initially to the capital city Port Moresby and Lae but in the coming weeks will expand to cover Mt Hagen, Goroka, Rabaul/Kokopo and Madang. "Once we have completed coverage of the major urban centres we will review and work on plans to expand coverage to the wider population", said Mr Au.

FM96

Legend FM

Navtarang

RADIO Sargam

VITI FM

TOTAL EVENT CO.

fijivillage.com

Communications Fiji Limited

parent company of:

Fiji: FM96, Legend, Navtarang,
Radio Sargam, VITI FM,
Total Event Company
& Fijivillage.com

PNG: Nau FM & Yumi FM

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The new network cost K750,000 (\$610,000 FJD) to construct and was funded out of operational cash flow. "As part of this expansion process we are also investing in a new digital distribution network that will allow us to deliver high quality full stereo signals to our sites around the country", says Mr Au. "This will mean not only higher quality reception for our listeners but a more reliable service as we will have a fully redundant network".

Commenting on the launch, Managing Director, William Parkinson said that the new network was opening at a critical time for PNG FM. "The advertising market in Papua New Guinea is growing rapidly and we expect Legend FM Bik Pela 101 to contribute immediately to PNG FM and Communications Fiji Ltd's growth".

For more information, please contact the undersigned.



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