



Bush launches £49.99 Freesat Digital Box

The new Bush **BFSAT01SD** Freesat Digital Box will enable UK viewers to access over 80 FREE digital TV and radio channels with just a one-off payment.

Over 25% of the total UK households are currently not able to receive digital TV channels via their rooftop aerials. This has frustrated consumers who have felt left out of the free-to-air digital TV revolution through no fault of their own. As the Freesat service is satellite based, viewers in out of coverage areas will be able to access digital TV.

And, for those who want to step up yet another gear, Bush is also offering a high definition version of its new Freesat Digital Box, the **BFSAT01HD**. This not only provides the best of Freesat digital TV, but also high definition programmes including the best from the BBC and ITV, giving cinematic sound and vision in the comfort of your own home when connected to a surround sound speaker system and a High Definition Ready TV.

Both the **BFSAT01SD** and **BFSAT01HD** models provide a 7 day EPG (Electronic Programme Guide) so you can see on screen the TV channel line-up for the next 7 days. What's more, they both also give access to interactive services from BBC and ITV. Just by pressing the red interactive button on the remote control you'll get the latest entertainment, sports, weather and news stories from around the world - perfect timing for the Beijing Olympics.

Freesat the free satellite TV service launches on 6 May 2008 and to coincide Bush's freesat Digital Box will be available to purchase from Argos at £49.99, with the high definition model following at £119.99. A small price to pay for a big change of lifestyle.

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For further information pls contact:
Linda Francis t:020 8238 7627 m: 07765 048841
Email: francisl@albaplc.co.uk
or visit www.bushdigital.co.uk

About Freesat

Freesat is the new TV service providing subscription-free digital television to everyone in the UK. It offers over 80 TV, radio and interactive channels, including High Definition (HD) services from the BBC and ITV. Freesat is a not-for-profit organisation and is a joint venture between the BBC and ITV. For more information visit www.freesat.co.uk