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ANT PLC
("ANT" or the "Company")

Topfield Licenses ANT HbbTV Solution
Digital Set-Top Box Specialist Selects ANT Galio HbbTV Platform

ANT plc (AIM: ANTP), a leading provider of software solutions and services for the TV industry, is pleased to announce that Topfield, the digital Set-Top Box (STB) manufacturer, has selected the ANT Galio HbbTV Platform for its latest range of set-top boxes. The new devices will be capable of delivering Hybrid Broadcast Broadband TV (HbbTV) services and will be available in Germany in 2010 and France in 2011.

Topfield was established in 1998 and has a strong history of leading the set-top box market in innovative new functionality. It has also developed a reputation for delivering excellent television experiences and with over 60 distributors in more than 40 countries worldwide, is well positioned to take the new functionality offered by HbbTV to market. The decision by Topfield to select ANT was based on the strength of the product, the ANT Galio HbbTV Platform. ANT is the only provider of a complete go-to-market HbbTV solution, enabling the delivery of next generation HbbTV services while reducing time to market for device manufacturers.

Mr. C.H. Jung, Strategic Planning Manager at Topfield said, "ANT's knowledge and experience of the HbbTV market is hugely beneficial as we develop our new range of HbbTV products. Topfield has for many years been at the forefront of developing new STB technology; the ANT Galio HbbTV Platform provides us with a software solution that allows us to continue to deliver innovative new products."

Simon Woodward, CEO of ANT plc commented, "We are delighted to have been chosen by another leading device manufacturer targeting the HbbTV market. Topfield's decision to base its next range of set-top boxes on the HbbTV specification, demonstrates that HbbTV is proving to be a key driver in the European market. HbbTV services have received an overwhelmingly positive consumer response since launching in December 2009."

HbbTV is a major pan-European TV initiative which was founded in August 2009 to harmonise the delivery of broadcast and broadband TV services, aiming to enhance TV offerings with Video on Demand (VoD), catch-up TV, interactive advertising, personalisation, games and social networking. ANT is a founding member of the HbbTV's cross industry consortium, which includes European television industry leaders, software providers, hardware manufacturers, broadcasters and satellite operators.

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For further information, please contact:

ANT plc

Simon Woodward, CEO or Pauline Ingram, FD

01223 716400

Arbuthnot Securities Limited

Tom Griffiths

020 7012 2000

Threadneedle Communications

Caroline Evans-Jones or Fiona Conroy

020 7653 9850

**About ANT**

ANT plc (www.antplc.com) is the leading provider of client software solutions and services to the digital TV industry. It develops open-standards-based client software and applications to enable operators to exploit digital media across a broad range of consumer devices from TVs set-top boxes and iDTVs, to portable media devices such as mobile phones and personal media players, regardless of content delivery platform.

ANT enables media driven organisations to quickly create and roll-out innovative and successful applications and TV services on any consumer device, enabling operators to attract new subscribers, reduce churn and increase average revenue per user.

ANT's software has been extensively deployed by customers throughout the world including Cisco, Chunghwa Telecom, HwaCom, France Telecom, Humax, Philips, Pirelli, Sagem, Samsung, SaskTel, Telecom Italia and Thomson.

ANT plc's shares are listed on AIM, a London Stock Exchange regulated market, under the ticker ANTP (Reuters: ANTP.L, Bloomberg: ANTP.LN).