



Investor Release

Magyar Telekom

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Multiplatform content services to be launched by Magyar Telekom Group

Budapest – 10 July, 2009 – Magyar Telekom (Reuters: NYSE: MTA.N, BÉT: MTEL.BU and Bloomberg: NYSE: MTA US, BÉT: MTELEKOM HB), the leading Hungarian telecommunications service provider, today announces that innovative multiplatform digital content services will be added to the media portfolio of Origo Zrt. and its parent company Magyar Telekom.

The services bringing revolutionary new content and business approach are based on integrated design and operation of thematic TV channels, websites and mobile content services and implement media convergence through customization to the presentation needs of these platforms while offering a unified visual and content image.

The company plans to launch two channels in 2009; one will be organized around weather, climate change, and everyday relations of man and nature while the other will address health and healthy lifestyle issues. The TV channels offered in the new multiplatform services will be available also on digital and analog cable networks.

The operators believe that this step of strategic importance for both Origo and the Magyar Telekom Group is the first large-scale initiative for a potential business model of future multiplatform media and user experience.

This investor news contains forward-looking statements. Statements that are not historical facts, including statements about our beliefs and expectations, are forward-looking statements. These statements are based on current plans, estimates and projections, and therefore should not have undue reliance placed upon them. Forward-looking statements speak only as of the date they are made, and we undertake no obligation to update publicly any of them in light of new information or future events.

Forward-looking statements involve inherent risks and uncertainties. We caution you that a number of important factors could cause actual results to differ materially from those contained in any forward-looking statement. Such factors are described in, among other things, our Annual Report on Form 20-F for the year ended December 31, 2008 filed with the U.S. Securities and Exchange Commission.