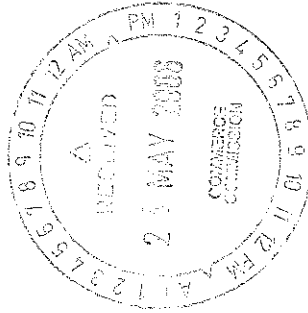




19 May, 2006



**Commerce Commission
PO Box 2351
WELLINGTON**

Attn: Nicky Beechey

Dear Nicky,

Although SKY is not in a position to provide expert comment of the analysis, we do have a direct commercial stake in the attractiveness of the Air New Zealand Cup competition and we therefore consider from that perspective that we are qualified to comment on the overall conclusions

SKY firmly believes that the impact of a salary cap would be to spread the player talent, and would result in more high quality and evenly-contested matches. This would greatly assist in maximising SKY viewership, (for both live and replay broadcasts). Accordingly, from a commercial perspective, this has and will have a direct and positive effect on the financial value that SKY places on the competition. That direct and positive effect will be a consequence of viewers perceiving Air New Zealand Cup rugby as being more attractive to them.

Please do not hesitate to contact me should you require further information

Yours sincerely,

Kevin Cameron
Acting CEO
SKY NETWORK TELEVISION LIMITED

SKY Network Television Limited
PO Box 9059, Newmarket
Auckland, New Zealand
Tel: 0800 759 759
www.skytv.co.nz