

**ANNOUNCEMENT CONCERNING CHANGE OF THE PRICE IN THE TENDER OFFER FOR
SHARES IN MULTIMEDIA POLSKA S.A. ANNOUNCED ON JUNE 25TH 2010 BY MULTIMEDIA
POLSKA S.A.**

Acting pursuant to Par. 10.1 of the Minister of Finance's Regulation on forms of tender offers for acquisition or exchange of shares in public companies, detailed rules for their announcement and conditions of purchase of shares under such tender offers, dated October 19th 2005 (Dz. U. No. 207, item 1729, as amended) ("**the Regulation**"), Multimedia Polska Spółka Akcyjna of Gdynia ("**the Offeror**") hereby announces that the price at which shares of Multimedia Polska Spółka Akcyjna of Gdynia are to be bought back from July 29th 2010 (including that date) until August 4th 2010 (including that date), under the tender offer announced by the Offeror on June 25th 2010, has been increased from PLN 8.75 (eight złoty and seventy-five grosz) to PLN 9.70 (nine złoty and seventy grosz).

The price at which Company shares will be bought back under the tender offer from August 5th 2010 until September 14th 2010 will be PLN 8.75 (eight złoty and seventy-five grosz).