

**ANNOUNCEMENT CONCERNING AMENDMENT TO THE TENDER OFFER FOR SHARES IN
MULTIMEDIA POLSKA S.A. ANNOUNCED ON JUNE 25TH 2010 BY MULTIMEDIA POLSKA S.A.
THROUGH THE AGENCY OF UNICREDIT CAIB POLAND S.A. ("Tender Offer")**

Pursuant to Par. 9.2 of the Regulation of the Finance Minister 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**"), the Offeror hereby announces the following amendment to the contents of the Tender Offer:

1. Section 19 of the Tender Offer shall be amended to read as follows:

"Tenders concerning the Shares covered by the Tender Offer will be accepted by UniCredit and Dom Maklerski Pekao ("DM Pekao").

UniCredit will accept tenders placed directly at its office and tenders sent by registered mail against confirmation of receipt or by courier to:

UniCredit CAIB Poland S.A.
ul. Emilii Plater 53
00-113 Warsaw, Poland

at such time that they reach the offices of UniCredit not later than at 5pm on the last day of the Tender Offer period, i.e. September 14th 2010.

DM Pekao will accept tenders placed at the Order Acceptance Points specified in the table below during their working hours.

No.	City/Town	Postal code	Street	Tel. No.	Fax No.
1	Białystok	15-950	Rynek Kościuszki 7	85 732 83 80	85 732 48 43
2	Bielsk Podlaski	17-100	Adama Mickiewicza 55	85 730 94 07	85 730 94 07
3	Bielsko-Biała	43-300	R. Dmowskiego 16	33 813 97 41	33 813 97 32
4	Bochnia	32-700	Kazimierza Wielkiego 9	14 611 60 33	14 611 60 33
5	Bydgoszcz	85-097	Jagiellońska 34	52 322 88 02	52 345 62 33
6	Chrzanów	32-500	Henryka 20	32 624 96 35	32 624 96 22
7	Ciechanów	80-237	pl. Jana Pawła II 8	23 671 45 05	23 671 45 78
8	Dębica	39-200	Tadeusza Kościuszki 6	14 670 34 44	14 683 20 01
9	Działdowo	13-200	pl. Mickiewicza 2/3	23 697 21 86	23 697 24 69
10	Gdańsk	80-336	Uphagena 27	58 346 15 08	58 520 27 07
11	Gliwice	44-100	Prymasa Stefana Wyszyńskiego 6	32 339 33 25	32 339 33 04
12	Katowice	40-161	al. Wojciecha Korfańskiego 56	32 200 41 75	32 251 85 38
13	Kielce	25-519	al. 1000-lecia Państwa Polskiego 4	41 368 06 95	41 344 56 79
14	Kołobrzeg	78-100	Ppor. Edmunda Łopuskiego 6	94 354 07 53	94 352 39 03
15	Kraków	30-955	Józefińska 18	12 295 92 91	12 295 92 57
16	Kraków	31-926	os. Centrum B 1	12 682 15 22	12 682 12 03

17	Kraków	31-015	Pijarska 1	12 682 29 58	12 682 29 03
18	Kraków	31-072	Starowiślna 2	12 619 24 37	12 619 24 39
19	Lublin	20-076	Krakowskie Przedmieście 72	81 743 70 90	81 743 70 93
20	Łódź	90-950	al. Tadeusza Kościuszki 63	42 638 33 27	42 636 52 61
21	Łódź	90-950	Pilota Stanisława Wigury 21	42 631 56 70	42 637 41 85
22	Mysłowice	41-400	Mikołowska 6	32 317 01 72	32 222 55 36
23	Myślenice	32-400	Galczyńskiego 9	12 372 18 50	12 372 18 66
24	Nowy Sącz	33-300	Jagiellońska 26	18 448 48 62	18 443 82 54
25	Olkusz	32-300	Króla Kazimierza Wielkiego 49	32 645 03 20	32 645 03 20
26	Olsztyn	10-959	Dąbrowszczaków 11	89 521 14 94	89 521 14 97
27	Opole	45-018	pl. Wolności 3	77 400 08 00	77 454 60 11
28	Ostrów Mazowiecka	07-300	Grota Roweckiego 1	29 745 22 01	29 745 37 04
29	Oświęcim	32-600	Władysława Jagiełły 12	33 844 91 50	33 844 08 08
30	Płock	09-400	Tysiąclecia 10	24 262 43 47	24 262 43 47
31	Poznań	61-738	pl. Wolności 18	61 855 17 78	61 855 17 76
32	Pruszków	05-800	al. Wojska Polskiego 23	22 758 68 87 w. 303, 369	22 758 71 97
33	Radom	26-600	Tadeusza Kościuszki 2	48 362 17 65	48 363 47 71
34	Rybnik	44-200	3 Maja 10	32 422 92 16	32 422 17 85
35	Rzeszów	35-017	Bernardyńska 7	17 875 37 83	17 862 02 14
36	Sosnowiec	41-200	Małachowskiego 3	32 269 84 19	32 294 43 71
37	Szczecin	70-503	Szczerbcowa 4	91 432 99 84	91 432 79 74
38	Tarnów	33-100	Wałowa 10	14 631 82 51	14 621 69 49
39	Wadowice	34-100	Lwowska 9	33 872 35 57	33 872 35 58
40	Warsaw	00-400	Al. Jerozolimskie 2	22 522 80 41	22 826 59 33
41	Warsaw	00-950	Jasna 1	22 486 71 19	22 827 40 50
42	Warsaw	00-060	Królewska 27	22 652 96 21	22 652 96 19
43	Warsaw	03-709	ks. Ignacego Kłopotowskiego 15	22 486 88 58	22 618 85 08
44	Warsaw	00-950	Nowogrodzka 11	22 652 95 62	22 652 95 63
45	Warsaw	00-693	Nowogrodzka 50/5 4	22 486 74 97	22 486 75 32
46	Warsaw	00-958	Towarowa 25	22 571 46 24	22 571 46 54
47	Wrocław	50-079	Ruska 51	71 371 53 53	71 371 53 78
48	Zabrze	41-800	pl. Warszawski 9	32 275 30 06	32 271 38 82
49	Zielona Góra	65-213	Podgórna 9a	68 329 72 11	68 320 26 11
50	Żywiec	34-300	Kościuszki 46	33 866 49 25	33 866 49 19

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2. Amendment of Section 20 of the Tender Offer

An obvious clerical error in Section 20 "Dates when the Shares will Be Acquired during the Tender Offer Period from Persons Who Accepted the Tender Offer" is corrected by changing the date from August 26th 2005 to August 26th 2010. Following the change, Section 20 reads as follows:

"The third Tender Offer period is to commence on August 26th 2010 and will last until September 14th 2010 inclusive."

3. Section 35 of the Tender Offer shall be amended to read as follows:

"Other Terms of the Tender Offer

This Tender Offer is the only legally binding document containing information on the public Tender Offer for Shares. This Tender Offer is addressed to all shareholders in the Company.

The Shares to be acquired by the Offeror under the Tender Offer must not be pledged or encumbered with rights of third parties.

Procedure for Acceptance of the Tender Offer

Prior to the start of the Tender Offer period, a detailed description of the procedure to be followed in response to this Tender Offer, along with a copy of the Tender Offer and applicable forms necessary for tendering the Shares covered by the Tender Offer for sale will be made available by UniCredit to all investment firms and banks operating securities accounts. Such materials will also be available at UniCredit's registered office during the Tender Offer period.

Any shareholder who wishes to tender Shares for sale directly at the registered office of the Intermediary or by mail/courier, should:

- 1) instruct the entity operating his or her securities account in which the Shares are deposited to block such Shares and to sell the Shares to the Offeror,
- 2) obtain a deposit certificate covering the Shares to be sold,
- 3) place a tender concerning the Shares at UniCredit's registered office or send, by registered mail with confirmation of receipt or by courier, the following documents on such a date as to ensure they are received by UniCredit no later than **by 5pm** on the last day of the Tender Offer period, that is **September 14th 2010**:
 - the deposit certificate referred to in item 2 in the original,
 - the tender concerning the Shares, filled in and signed; the signature and authority of the person tendering the Shares for sale should be confirmed by an employee of the entity issuing the deposit certificate (the personal details specified in the tender must be identical with the personal details shown on the deposit certificate – these should be the details of the Shares' owner),
 - an extract from the Commercial Register, in the original, confirming the authority of the person placing the tender concerning the Shares to represent another legal person **(applicable to shareholders who do not hold a securities account with UniCredit CAIB)**.

Additionally, shareholders intending to lower their taxable income and shareholders entitled to the exemption from income tax referred to in Section 9.1 of the Tender Offer should submit:

- the original copy of the certificate issued by the entity keeping the shareholder's securities account specifying, among other things, the date and price of acquisition of the Shares and applicable commissions; if the Shares sold to the Company were acquired in more than one transaction, the shareholder should present the dates and prices of acquisition as well as the number of Shares acquired in each transaction **(applicable to shareholders who do not hold a securities account with UniCredit CAIB)***,

- a request – including appendices thereto – from a Multimedia Polska S.A. shareholder eligible for exemption from income tax on profit distributions received from a legal person, or eligible for the application of a reduced tax rate.
- * shareholders who hold a securities account with UniCredit CAIB should instruct UniCredit CAIB to issue a certificate specifying the price of acquisition of the Shares and the amount of applicable commissions.

The required documents should be sent to the following address:

UniCredit CAIB Poland S.A.
ul. Emilii Plater 53
00-113 Warszawa
POLAND

The following note should be put in the upper left-hand corner of the envelope:

“Wezwanie – Multimedia Polska S.A.” (“Tender Offer – Multimedia Polska S.A.”)

Due to the adopted procedure for the sale of the Shares as part of the Tender Offer, which consists in three transactions for particular Tender Offer periods (for detailed information concerning the dates of the Tender Offer periods, see Section 20), any shareholder who wishes to tender Shares for sale at UniCredit’s registered office or by mail/courier in a given Tender Offer period, should deliver all the documents specified in item 3) above not later than on the last day of that Tender Offer period.

The Intermediary accepts no responsibility for non-execution of any tenders which are received after the closing of the Tender Offer period or are filled in incorrectly or illegibly. In the case of tenders placed by mail/courier, the Intermediary will regard the date of receipt of the documents as the date of placing the tender.

Any shareholder who wishes to tender Shares for sale at one of DM Pekao’s Order Acceptance Points, should:

- 1) instruct the entity operating his or her securities account in which the Shares are deposited to block such Shares and to sell the Shares to the Offeror,
- 2) obtain a deposit certificate covering the Shares to be sold,
- 3) place a tender concerning the Shares at one of DM Pekao’s Order Acceptance Points specified in Section 19 of the Tender Offer, together with the deposit certificate referred to above, not later than on the last day of the Tender Offer period, i.e. September 14th 2010, during working hours of the DM Pekao’s Order Acceptance Point where the tender is placed.

Additionally, shareholders intending to lower their taxable income and shareholders entitled to the exemption from income tax referred to in Section 9.1. of the Tender Offer should submit:

- the original copy of the certificate issued by the entity keeping the shareholder’s securities account specifying, among other things, the date and price of acquisition of the Shares and applicable commissions; if the Shares sold to the Company were acquired in more than one transaction, the shareholder should present the dates and prices of acquisition as well as the number of Shares acquired in each transaction,
- a request – including appendices thereto – from a Multimedia Polska S.A. shareholder eligible for exemption from income tax on profit distributions received from a legal person, or eligible for the application of a reduced tax rate,

- 4) collect an excerpt from the register of tenders as confirmation of placing the tender.

Due to the adopted procedure for the sale of the Shares as part of the Tender Offer, which consists in three transactions for particular Tender Offer periods (for detailed information concerning the dates of the Tender Offer periods, see Section 20), any shareholder who wishes to tender Shares for sale at one of DM Pekao's Order Acceptance Points in a given Tender Offer period, should deliver all the documents specified in item 3) above not later than on the last day of that Tender Offer period.█