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HOT AND DORI MEDIA GROUP EXTEND AGREEMENT TO RUN 'HOT' MOVIE CHANNELS UNTIL 2014

Extended partnership secures revenue between US\$45 million and US\$48 million over 3 years

Tel-Aviv, Israel – 29 July 2010 – Dori Media Group ("DMG"), the international media company active in the field of television, with a focus on production, distribution, broadcasting and merchandising of Telenovela, today announces that its subsidiary, Dori Media Spike has signed a three-year extension agreement with leading Israeli cable network 'HOT' to operate the HOT premium movie channels for another 3 years from 1 January 2011 until 2014. The terms of the deal remain materially unchanged from the original agreement signed in 2007. The deal will generate revenues of between US\$45 million and US\$48 million over 3 years for DMG.

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For further information on Dori Media Group, please visit our website on www.dorimedia.com or contact:

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Dori Media Group is an international media group that produces, distributes and broadcasts telenovelas. The group owns approximately 5,000 television hours that it sells to a wide variety of audiences in more than 70 countries. In Israel, Dori Media is the owner of Dori Media Paran and Dori Media Darset, which produce daily series and telenovelas for the Israeli market. It also owns and operates two telenovela channels, Viva and Viva Platinum. In the Israeli market, Dori Media also packages, produces and operates all of the movie channels on HOT cable television and the series channel on HOT. In Indonesia, the company operates the Televiva Vision 2 channel that is devoted to telenovelas and Baby TV Vision 3 for toddlers. The Dori Media Group is controlled by Mapal Communications Ltd. one of the largest media companies in the Israel. The group is traded on the London Stock Exchange where its symbol is DMG. For more information on Dori Media, visit our corporate website at <http://www.dorimedia.com/>.