

NDS ACQUIRES DANISH GAME DESIGN COMPANY ITE

Highlights:

- Enhances NDS's capability to provide interactive games on multiple platforms
- Acquisition includes extensive library of games for multiple devices

London, UK – October 2, 2006 – NDS, the leading provider of technology solutions for digital pay-TV, today announced the acquisition of Danish game design and publication company ITE.

ITE is a highly innovative games design and development company which has a successful track record of publishing games on a wide range of gaming platforms including the Sony Playstation 2 and Nintendo Gameboy, as well as providing exciting new technology solutions to broadcasters that enable viewers to interact directly with programs through various devices in order to drive channel loyalty and ratings. ITE also has an extensive library of proven game titles for consoles, mobiles and PCs and a compelling range of new interactive television technology. The company's success is based on the considerable experience and in-depth game knowledge of its designers and developers.

NDS Denmark Managing Director, Jesper Knutsson commented: "NDS constantly seeks to enrich its offering to customers and ITE is an established leader in the games development and publication arena that fully compliments our existing, high quality interactive TV games proposition. The acquisition further enhances the ability of NDS to offer its existing portfolio of leading content owners and multinational broadcasters world leading interactive games solutions across a wider range of platforms, as well as opening up new opportunities in other, high-growth interactive gaming markets."

#

About NDS

NDS Group plc (NASDAQ / Euronext Brussels: NNDS), a News Corporation company, secures and enables content anytime, anywhere on any device. See www.nds.com for more information about NDS.

#

Cautionary Statement Concerning Forward-looking Statements

This document contains certain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are based on management's views and assumptions regarding future events and business performance as of the time the statements are made. Actual results may differ materially from these expectations due to changes in global economic, business, competitive market and regulatory factors. More detailed information about these and other factors that could affect future results is contained in our filings with the Securities and Exchange Commission. The "forward-looking statements" included in this document are made only as of the date of this document and we do not have any obligation to publicly update any "forward-looking statements" to reflect subsequent events or circumstance, except as required by law.

Media Contacts:

NDS

Peter Ferrigno
Vice President, Corporate Communications

T: +44(0)20 8476 8334
M: +44 (0)7881 918 334

Shared Value for NDS

Noah Schwartz, Vice President

T: + 44 (0)20 7321 5010
M: +44 (0)7713 642 717

Breakaway Communications for NDS

Kelly Fitzgerald, Managing Partner

T: + 1 212 616 6006
M: + 1 917 731 5734