

PRESS RELEASE

Paris, October 2, 2008

**CYFRA+ CELEBRATES ITS TENTH ANNIVERSARY**

CYFRA+, a satellite platform for the CANAL+ Group in Poland that is operated by the CANAL OVERSEAS international subsidiary, celebrates ten years in Warsaw.

With a network cluster of over 100 channels, including 13 channels edited by the Group, 1.1M subscribers and regularly positive financial results since 2002, CYFRA+ is a key Pay-TV player in Poland.

As part of this anniversary, CYFRA+ launched a new offer on October first that will enable the company to reinforce its penetration of a highly competitive market.

This new offer from CYFRA+ is based on:

- *Enriching the contents of basic shows*
- *Extending the distribution network to smaller cities and commercial centers*
- *Launch of push-VOD*
- *Launch of Multiroom*
- *Gifts for long-time subscribers*
- *New HD offers*

This anniversary operation is orchestrated under an unprecedented communication campaign on the theme: "They've gone crazy at CYFRA+."

With this operation, CYFRA+ should attain 1.3M subscribers by December 31, 2008.

The overall plan was presented to journalists during a press conference, where CYFRA+ management emphasized interest in DTTV, which will be launched in 2009.

With the launch of its new strategy, CYFRA+ aims to reaffirm and reinforce its presence in Poland during the next ten years, not only in the satellite area, but also in all other means of broadcasting.

CANAL OVERSEAS
Communication Department
Marianne Caradec +33 (0)1 41 86 15 22
marianne.caradec@canal-overseas.com

CANAL+ CYFROWY
Communication Department
Agnieszka Masztalik +48 22 32 82 701
a.masztalik@cplus.com.pl