

**PRESS RELEASE**

Paris, 23rd October 2008

**CANALSAT REUNION CREATES AND LAUNCHES THE CANAL GRAND RAID CHANNEL**

From 25th – 27th October, for the 16th edition of the GRAND RAID, one of the most spectacular Mountain bike races in the world, CANALSAT REUNION will launch its newly created CANAL GRAND RAID channel, a television channel dedicated exclusively to this event.

With the installation of exceptional antennae equipment, the CANAL GRAND RAID channel will allow subscribers from the Indian Ocean zone to follow this unusual sporting event in its entirety.

**The CANAL GRAND RAID channel comprises...**

- 72 hours broadcasting time for complete overall viewing of the race per section on the following day.
- Aerial broadcasting equipment at the heart of the action with a consultant in a helicopter equipped with a High Definition Wescam for breathtaking images.
- A series of organised programmes with behind-the-scenes reports from the competition, documentaries on the latest editions and exclusive interviews with the men and women competing in the Grand Raid.
- In addition, an original way to discover or rediscover la Réunion, with reports on the island, its gastronomy, its landscapes...

**• Technical set-up:**

- Three dedicated production teams
- More than thirty individuals working 24 hours a day for 4 days on the ground and in the studio
- A specially created production department at the CANALSAT Réunion premises
- Images from High Definition cameras
- Sébastien FOLIN and Eric LACROIX, Canal Grand Raid consultants
- Aerial footage filmed from aboard a helicopter

**The GRAND RAID in a few words...**

The Grand Raid, also called the Madmen's Diagonal, is a mountain bike race covering more than 120 kilometres in less than 63 hours. The aim is to cross the island of la Réunion from South to North, taking in the Cirque de Mafate, Cirque de Salazie and Cirque de Cilaos. With 8,000 metres' height variation over 5 mountain passes (the equivalent of 25 Eiffel Towers) the Grand Raid is the most difficult mountain bike course in the world.

CANAL SAKIFO and CANAL GRAND RAID are two event-orientated television channels dedicated to local events which are made to measure each year by CANALSAT REUNION, for its subscribers.

**CANAL OVERSEAS****Communication Management**

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