

**PRESS RELEASE**

Paris, November 17, 2008

**CANAL+ POLAND IS AWARDED THE GOLDEN EFFIE  
FOR ITS 2007 CYFRA+ AD CAMPAIGNS**

CANAL OVERSEAS is pleased to announce that on November third, **CANAL+ Poland was chosen** from among 151 competing advertising campaigns to receive the **GOLDEN EFFIE for its 2007 CYFRA+ advertising campaigns**. The prize was bestowed during the 2008 EFFIE AWARDS, an annual Polish event that rewards advertising with the most impact. The Agency of the Year prize went to the Ogilvy Group, which designed all the CYFRA+ campaigns.

*“We are particularly proud to have received this trophy, because the EFFIE AWARD is one of the world’s most prestigious prizes in the field of marketing and communication,”* said Jacques-Aymar de Roquefeuil, COO of CANAL+ Poland.

*The EFFIE AWARDS are one of the most important international contests for marketing specialists. Organized in Poland since 1999 by the SAR Association for Marketing Communication, this ceremony primarily rewards the effectiveness of advertising campaigns that lead to good financial results for the company.*

*CANAL OVERSEAS is a subsidiary of the CANAL+ Group and is responsible for international development and overseas France. CANAL OVERSEAS operates CANAL+, CANALSAT and channel clusters throughout the world: Poland, Sub-Saharan Africa, the Indian Ocean, the Caribbean and the Oceania-South Pacific region. CANAL OVERSEAS also edits CANAL+ HORIZONS for Sub-Saharan Africa and CANAL+ ESSENTIEL in the Maghreb. With satellites covering four continents, the CANAL OVERSEAS clusters are potentially available to several million of the earth’s inhabitants.*

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