

PRESS RELEASE

Paris, July 9th 2009

CANAL OVERSEAS AFRICA ANNOUNCES THE LAUNCH OF A NEW MEANS OF PAYMENT FOR COTE D'IVOIRE AND BURKINA FASO

CANAL OVERSEAS AFRICA announces the launch of a new means of payment for Côte d'Ivoire and Burkina Faso: the CANALSAT HORIZONS subscription renewal card.

The subscription renewal card is primarily designed to facilitate subscribers' access to offers and promises straightforward subscription renewal.

The subscription renewal card available in these two countries comes in the form of a scratch card and is aimed at a wide audience, particularly subscribers whose subscriptions have or are about to expire, as well as those who prefer to pay monthly.

The card therefore allows the subscriber to renew their subscription for a month at a time to the various bundles offered by CANALSAT HORIZONS: Access, Evasion, Privilege, Prestige and Excellence.

In order to encourage a feeling of proximity and facilitate subscription renewal, the cards are available from a constantly expanding network of retailers. The concept of a subscription renewal card enables the number of sales points to be greatly reduced. CANAL OVERSEAS AFRICA therefore anticipates the introduction of 45 sales points in Côte d'Ivoire and more than 35 in Burkina Faso.

Using the subscription renewal card couldn't be easier: subscribers activate their scratch card by SMS. Those in Côte d'Ivoire also have the option of doing this by phone by calling the CANALSAT HORIZONS customer relations centre.

Subscriptions renewed using a subscription renewal card will run from date to date paying no attention to calendar months or pro-rata basis. The subscription therefore begins on the day on which the subscriber activates the subscription renewal card and within the activation timeframe and expires the day before the corresponding date of the following month.

Thanks to the subscription renewal card, CANAL OVERSEAS AFRICA is pleased to offer its subscribers a new means of payment which combines simplicity, speed and proximity.

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About CANAL OVERSEAS AFRICA

CANAL OVERSEAS AFRICA (a subsidiary of CANAL OVERSEAS, part of the CANAL+ Group) is the leader in the Pay TV market in French-speaking Africa and has been broadcasting on the African continent for more than 15 years. CANAL OVERSEAS AFRICA is responsible for the editing and marketing of CANAL+ HORIZONS, the Premium channel dedicated to the African continent, and operates the CANALSAT HORIZONS channel package in more than 20 African countries.

CANAL OVERSEAS

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