

PRESSE RELEASE

Paris, October 21s, 2009

CANAL OVERSEAS ANNOUNCES THE AIRING OF THE CANAL GRAND RAID CHANNEL BY CANALSAT REUNION

For the 17th edition of the Grand Raid, one of the most spectacular races which takes place in the Reunion from October 23d to October 25th, CANAL OVERSEAS announces the airing of CANAL GRAND RAID, a channel edited by CANALSAT REUNION for the second consecutive year.

CANAL GRAND RAID is an event-driven channel exclusively dedicated to this event: the Grand Raid, also referred to as the "Diagonale des Fous", is a mountain race of more than 150 kilometers long to be completed in less than 63 hours, with 8700 meters of positive slopes in extreme climate conditions.

After its undisputable success in 2008, CANALSAT REUNION is setting up an exceptional antenna apparatus:

- CANAL GRAND RAID is edited from the local offices of CANALSAT REUNION
- Two production teams : GRAND ANGLE and CO-MEDIA
- More than 25 people mobilized 24h a day during 5 days on the field as well as in the studio
- Impressive means for air filming
- Lives from the race

CANAL GRAND RAID devotes its entire programming to this mythical race with the diffusion of magazines, reports on the Grand Raid as well as on the competition's backstage, documentaries on earlier races, portraits and exclusive interviews of race participants...

CANAL GRAND RAID will air from October 22nd to October 26th, and will be accessible to all subscribers to the CHAINES CANAL+ and to the Indian Ocean CANALSAT.

Jean Noël Tronc, Chief Executive Officer of CANAL OVERSEAS declares "By diffusing CANAL GRAND RAID, we are glad to offer to Indian Ocean subscribers the opportunity to follow this exceptional event in its entirety. With CANAL GRAND RAID and CANAL SAKIFO, CANALSAT REUNION asserts its role as a determining partner of the cultural, sporting and social life of the Reunion.

About CANAL OVERSEAS

Subsidiary of the CANAL+ Group, CANAL OVERSEAS is the international distributor of CANAL+, CANALSAT and of many channel packages in Poland, North Africa, Sub-Saharan Africa, the Indian Ocean, the Caribbean, the south Pacific region and in Vietnam. CANAL OVERSEAS is also the editor of the CANAL+ channel in Sub-Saharan Africa and of CANAL+ in North Africa. With satellites covering all 5 continents, CANAL OVERSEAS channel packages are marketed in over 40 countries and are potentially accessible to tens of millions of households in the world.

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