



Warsaw, 5 November 2009

PRESS RELEASE

ON DECEMBER 5th, CANAL+ CYFROWY SETS UP A MEETING TO DISCUSS ISSUES RELATED TO POLISH SOCCER

YES to Polish Soccer!

CANAL+ is happy to announce that the Round Table on Polish Soccer will be held on 5 December 2009 in Warsaw. Leading figures will be taking part in the main debate and the various specialist panels, including Minister of Sport Adam Giersz and various representatives of stakeholders in sport: institutions and organisations, sponsors, supporters and media.

The aim of the debate on the problems facing Polish Soccer is for panellists to propose concrete, constructive solutions and an action plan which will improve the state of Polish Soccer.

"Polish Soccer needs changes and results on the pitch. For this to happen, we first need a constructive dialogue between all representatives of sporting stakeholders. At the moment, no dialogue is possible between the various parties to the conflict, even though each party, separately, would like to improve the state of Polish Soccer", said Bertrand Le Guern, President of CANAL+ Cyfrowy and instigator of the Round Table. "It is for this reason, and through our commitment to the development of Polish Soccer, that we have taken the initiative to organise a Round Table on Polish Soccer. We would like this Round Table to provide constructive solutions and to lead to concrete actions" – added the President of CANAL+ Cyfrowy.

The Round Table organised by CANAL+ will be held on 5 December in Warsaw. The following figures will take part in the debate: Adam Giersz, Minister of Sport, Grzegorz Lato, President of the Polish Soccer Federation, Andrzej Rusko, President of Ekstraklasa S.A., Micha Herra, President of the company PL 2012 and representatives of organisations and institutions with links to Polish sport. Also taking part in the debate will be representatives of government, supporters' organisations, sponsors of Polish Soccer and the media.

The Round Table format will be made up of an opening debate during which the participants will present their expectations. There will then be group work

at specialist panels, and finally a closing main debate which will summarise all work. As part of the panels, there will be debates on the most pressing problems facing Polish Soccer, including infrastructural development, the training system, youths, Soccer management, the national team and referees. Issues relating to corruption, behaviour and safety and security in stadia will also be addressed. When preparing the programme for the debate, CANAL+ asked sporting stakeholders and media to inform it of problems affecting Polish Soccer and to suggest topics for discussion.

"We think it is very important that everyone who wants to improve the state of Polish Soccer takes part in the Round Table. I hope that concrete proposals will emerge during the debate. We will not solve all problems, but we should start straight away, by saying yes to Polish Soccer", added Bertrand Le Guern.

The organisation of a Round Table supplements the active participation of CANAL+ in finding solutions and rebuilding a positive climate in Polish Soccer. In September, during the Economic Forum in Krynica, CANAL+ co-organised a discussion panel on the subject: "What stage is Polish Soccer at? Success and increasing professionalism in Polish Soccer", with the participation of Aimé Jacquet, former French national Soccer team manager and one of the reformers of French Soccer. Another initiative was undertaken: the organisation of the new Soccer Oscars, one of the most important sporting events in Poland.

YES to Polish Soccer!

CANAL+ is the leading premium pay television channel in Poland accessible on the supplementary channels CANAL+, CANAL+ Film, CANAL+ Sport and CANAL+ Sport2. This gives the viewer a wide choice of programmes and schedules. CANAL+ programmes can also be viewed in HD on CANAL+ Sport HD and CANAL+ Film HD. The channels can also be viewed on more than 80 cable networks, on the CYFRA+ digital platform and as a CANAL+ package independently of the platform's services. CANAL+ belongs to the company CANAL+ Cyfrowy, which operates the CYFRA+ platform and broadcasts TV channels.

Sporting events are mainly broadcast on CANAL+ Sport and CANAL+ Sport2. The channel has acquired the rights to broadcast all matches in Polish Soccer's premier league. CANAL+ broadcasts not just the most important matches from foreign Soccer leagues: English, French, Spanish and Italian, but also NBA, WNBA and Euroleague matches, Speedway GP, the World Team

Speedway Cup, the Six Nations Tournament, the Golden League, professional boxing and poker tournaments.

Horse shows made their debut recently. Some events are broadcast in HD.

www.canalplus.pl

CANAL+ Cyfrowy Sp. z o.o. operates the digital platform CYFRA+ and also broadcasts TV channels distributed on more than 400 cable networks:

CANAL+, CANAL+ Film/CANAL+ Film HD, CANAL+ Sport/CANAL+ Sport HD, CANAL+ Sport2 and the channels ale kino!, ZigZap/Hyper, MiniMini, PLANETE and Kuchnia.tv i Domo. The CANAL+ channel package (CANAL+, CANAL+ Film, CANAL+ Film HD, CANAL+ Sport, CANAL+ Sport HD, CANAL+ Sport2) is also available independently of the CYFRA+ package. CANAL+ is the market leader in TV rights, and is rolling out new services such as HDTV, PVR and VOD. www.canalpluscyfrowy.pl

CONTACT: Dorota Zawadzka, CANAL+ Cyfrowy Communications

Director,

tel (+22) 32 82 878, dorota.zawadzka@cplus.com.pl