



CANAL OVERSEAS

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THE BALL OF WORLD CUP 2010 NON-STOP ROLLING ON K+1

In order to share with K+ subscribers the most important football event in the world, K+1 will broadcast 100% of 2010 FIFA World Cup with the 64 matches. Besides the broadcast of matches, K+ rolls out many compelling initiatives to integrate into the common atmosphere of 2010 FIFA World Cup.

Most of the matches will be broadcasted live on K+1, except for certain matches that will be played at the same time. The broadcast schedule will be daily updated on the company website at www.kplus.vn. All matches will be commented in Vietnamese by qualified and experienced commentators.

Besides the broadcast of 2010 FIFA World Cup matches, other information related to the world's biggest football cup such as latest results, assessments, forecasts, and comments of experts, etc will be also updated every evening at 6:50 on K+1 channel in the "Diem hen" sports news program.

Also related to World Cup 2010, K+ brings in new way of enjoying 2010 FIFA World Cup with "K+ Wave". For the first time, Vietnamese football lovers can cheer goals up in a brand new way via our website at www.kpluswave.vn in active officially from 12 of June. During the season, football fan wherever they are in Vietnam can flock together and share his video clips, images that express their unique way of cheering world cup to each other. Website's visitors also can vote for the best favorite team or player.

To prepare 2010 FIFA World Cup, K+ broadcasting station has received significantly investments in modern equipments to enhance the quality of signals transmission. Mr. Manuel Rougeron, Managing Director of VSTV shared: "Thanks to DTH technology, our subscribers of any package ie. Access, Family or Premium can enjoy all matches of 2010 FIFA World Cup on K+1 channels or on the bouquet of VTV's channels on K+ platform wherever they

are across Vietnam. In particular, viewers who have invested in big modern LCD screens will certainly satisfy with our quality digital image and sound during 2010 FIFA World Cup."

Along with 2010 FIFA World Cup, K+ releases a bunch of interesting promotions starting from 7 of June, 2010 till end 4 of July, 2010. Further details of promotion programs and K+ satellite digital television service may be found at the address www.kplus.vn.

Information for editors:

Established in May 2009, Vietnam Satellite Digital Television (VSTV) is a joint venture between two major partners in the field of television i.e. VTV / VCTV and CANAL + / Canal Overseas. K+ is the new brand of VSTV – a satellite digital television operator in Vietnam.

K+ presently provides three service packages with Access of more than 31 channels, Family of more than 57 channels and Premium of more than 70 channels satisfying all entertainment demands of TV viewers from children to the old. Most of the K+'s foreign channels have been in process of localization so that TV viewers may fully experience the channels' content. In the coming time, K+ plans to have 100% foreign content localized and to increase the number of channels of the three service packages to provide the audience with more entertainment options.

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