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PRESS RELEASE

NEW CHAIRMAN APPOINTED AS HEAD OF CANAL+ CYFROWY

Emmanuel Florent has today been appointed Chief Executive Officer of CANAL+ Cyfrowy. He shall replace Bertrand Le Guern who has stood down to pursue other professional activities.

Emmanuel Florent will report directly to Jean-Noël Tronc, Chairman of the CANAL + Cyfrowy Supervisory Board and will be assisted by Jacques-Aymar de Roquefeuil who held the post of COO in Poland between 2005 and 2008.

As Member of the CANAL+ Management Committee, Emmanuel Florent will retain his responsibilities for business development at CANAL OVERSEAS. Emmanuel Florent graduated from the Ecole Polytechnique and the Ecole Nationale Supérieure for Telecommunications, and held the post of Deputy Director General responsible for business development and diversification of the TF1 media group. He was additionally CEO for the TPS digital platform.

Bertrand Le Guern held the posts of Chairman of the Board and CEO for CANAL+ Cyfrowy since January 2009.

CANAL+ Cyfrowy Sp. z o.o. is operator of the digital platform CYFRA+ and also broadcaster of the premium television channels: CANAL+, CANAL+ Film/CANAL+ Film HD, CANAL+ Sport/CANAL+ Sport HD, CANAL+ Sport2 including the channels ale kino!, ZigZap/Hyper, MiniMini, PLANETE, Kuchnia.tv et Domo. The CANAL+ bouquet (CANAL+, CANAL+ Film, CANAL+ Film HD, CANAL+ Sport, CANAL+ Sport HD, CANAL+ Sport2) is additionally available separately from the CYFRA+ offer. CANAL+ is market leader for television broadcasting rights and is widening its base of subscribers through the implementation of new services such as HDTV, PVR and VOD. www.canalpluscyfrowy.pl

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