



NEWS RELEASE

New television project for Italy: Sportitalia and D-Free

Milan, 3 February 2004 - Patrick Le Lay, Chairman of Télévision Française 1 - TF1, Tarak Ben Ammar, Chairman of Holland Coordinator and Services B.V. and Angelo Codignoni, Chairman of Eurosport, are presenting to the press today a new television project for the Italian market.

The project concerns:

1. Europa TV

TF1, through its wholly owned subsidiary Eurosport, entered into an agreement with Holland Coordinator and Services B.V., controlled by Mr Tarak Ben Ammar, on the joint control of Europa TV SpA and the acquisition of a stake of up to 49% in its share capital. Europa TV holds a national television concession on terrestrial frequencies covering 81% of the Italian population (46,699,935 people). The transaction was approved by the European Commission on 30 October 2003 and, later, by the competent Italian and European authorities.

On 6 February 2004, Europa TV will launch a national freeview sports channel identified by the Sportitalia brand.

2. Prima TV

TF1 also entered into an agreement with Holland Coordinator and Services B.V., controlled by Mr Tarak Ben Ammar, on the joint control of Prima TV and the acquisition of a 49% stake in its capital. Prima TV holds a temporary national broadcasting authorisation on terrestrial frequencies using analogue technology, covering 75.7% of the Italian population (43,706,008 people). The transaction was approved by the European Commission on 30 October 2003 and, later, by the competent Italian and European authorities. On 9 January 2004, Prima TV was also authorised to experiment with the broadcasting of programmes at the national level using digital technology, covering up to 58% of the population (33,433,576 people).

Digital broadcasting will be achieved using a digital terrestrial multiplex called D-Free, which will initially broadcast four TV channels.

Press contact for Europa TV and Prima TV:

Francesca De Sanctis, D&B partners – tel. 02.45 47 89 26 – email fdes@dbpartners.it – mobile 335.8416664
Enrico Bruschi, D&B partners – tel. 02. 45 47 89 26 – email ebruschi@dbpartners.it – mobile 335.8416656

Press contact for Holland Coordinator and Services:

Nora Touil, Quinta Communications – tel. +33.01.40 76 04 45 – email noratouil@quintacommunication.com

Press contact for TF1:

Myriam Simonneaux – tel. +33.01.41 41 36 08 – email msimonneaux@tf1.fr

Press contact for Eurosport:

Isabelle Nguyen – tel. +33.01.40 93 81 42 – email inguyen@eurosport.com