



D-Free

PRESS RELEASE

A new television project for Italy: Sportitalia and D-Free

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

The project is as follows:

1. Europa TV

Through its fully owned subsidiary Eurosport, TF1 has entered into an agreement with Holland Coordinator and Services B.V., a company controlled by Tarak Ben Ammar, providing for the joint control and the acquisition of a shareholding up to 49% of the corporate capital of Europa TV SpA. Europa TV holds a national television broadcasting licence and terrestrial frequencies which grant a coverage equal to 81% (46, 699, 935) of the Italian population. The transaction has been approved by the European Commission on 30th October 2003 and subsequently by all competent Italian and European authorities.

On 6th February 2004 Europa TV will launch a free-to-air nationwide sports channel under the trademark “Sportitalia”.

2. Prima TV

TF1 has also entered into an agreement with Holland Coordinator and Services B.V., a company controlled by Tarak Ben Ammar, providing for the joint control and the acquisition of a shareholding of 49% of the corporate capital of Prima TV. Prima TV holds a national television broadcasting temporary authorisation and terrestrial analogue frequencies which grant a coverage equal to 75,7% (43,706,008) of the Italian population. The transaction has been approved by the European Commission on 30th October 2003 and subsequently by all competent Italian and European authorities. On 9th January 2004, Prima TV has also been entitled to carry out experimental digital broadcasting up to a coverage equal to 58% (33,433,576) of the population.

The digital broadcasting shall be carried out through a digital terrestrial multiplex under the name D-Free which will initially distribute 4 channels.

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