
Press Release



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ProSiebenSat.1 Group closes exclusive agreement with Dick de Rijk

Munich, September 29, 2009. The ProSiebenSat.1 Group has concluded a multi-year agreement with Dick de Rijk, one of the top creative minds in the television industry. Under the terms of the partnership with Dick de Rijk Productions BV, ProSiebenSat.1 will have exclusive access to de Rijk's formats and developments across all platforms on a worldwide basis. The sale of de Rijk's formats will be managed by SevenOne International, the Group's worldwide programming distribution company.

Previously, de Rijk served as an exclusive International Creative partner for Endemol, where he was responsible for the creation of worldwide top-selling formats like "Deal Or No Deal", which was broadcast in some 150 countries. Other hits include "Set For Life" and "Show Me the Money", both of which were sold to major TV territories around the globe.

Jan Frouman, ProSiebenSat.1's Executive Vice President, Group Content Acquisitions and Production said: "We are delighted to be partnering with Dick. He is an exceptional creative talent with a proven track record for developing shows that attract large audiences around the world. We expect this relationship to generate must-have formats and play a key role in advancing the full range of our Group's content-related ambitions."

Dick de Rijk added: "To constantly come up with new ideas, mechanisms, components, formats - that's me. I am passionate about seeing an idea go from a sheet of paper to millions of viewers or users. And I'm happy that, in ProSiebenSat.1, I have found a partner who shares my passion."

About Dick de Rijk

After working as a creative executive in the advertising and gaming industries, Dick partnered in 1999 with Joop van den Ende, creating some instant TV-successes in Holland. A year later he formed a creative team with John de Mol specializing in "global TV-formats". In 2004, de Rijk signed an exclusive partnership with Endemol International that resulted in numerous worldwide format successes. In 2007, three of Endemol's top-5 format properties were created by de Rijk, including their number one blockbuster "Deal Or No Deal". Under his new alliance with ProSiebenSat.1, Dick will be based out his offices in Hilversum, Netherlands.

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About ProSiebenSat.1

The ProSiebenSat.1 Group is the second-largest broadcasting group in Europe, reaching more than 78 million households. Our core business is broadcasting free-to-air television. We operate 20 free TV channels supported by advertising revenue in 12 countries. Beyond television, the company is active in a number of related industries. It owns numerous Internet brands, has stakes in radio stations, print and new media companies, and works in music business, live event and artist management. We distribute our program on every screen and different media. We are using this multi-platform distribution model to broaden our position in the media and entertainment industry, and to open new markets and revenue sources beyond TV advertising.

The ProSiebenSat.1 Media AG is listed on the stock exchange and is based in Unterföhring/Munich. The company is included in the German MDAX and has more than 5,000 employees across Europe.