

Press Release



SevenOne International: “Galileo” to premiere on Romanian channel Prima TV

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Munich, February 18, 2010. Germany’s leading sciencetainment TV magazine “Galileo” is launching on Romania’s Prima TV on February 22 at 5.30 pm. The magazine will air weekdays under its original title “Galileo”. The Romanian version will be hosted by well-known TV reporter Marius Saizu.

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Veronica Sorescu, Deputy Managing Director Prima TV: “We hope that to our audiences will become addicted to “Galileo” and its entertaining way to inform about interesting truths and facts. On Prima TV there is no better place for such a program than right before the national news. We are proud to be presenting the Romanian version with one of the country’s most popular TV presenters, Marius Saizu.”

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Jens Richter, Managing Director of SevenOne International: “Galileo’ is sciencetainment at its best. The format has already proved to be very successful on the international screens and we are absolutely delighted that it will air on Prima TV very soon. We can’t wait to see ‘Galileo’ win over Romanian viewers and look forward to having many of them watch and wonder!”

Press release online:
www.sevenoneinternational.com

Debuting on German broadcaster ProSieben in 1998, “Galileo” is a first-rate sciencetainment program that explains common, technical and scientific phenomena in an exciting, entertaining and understandable way. “Galileo” is adapted locally in numerous countries, including Norway, Denmark, Sweden, Poland, Ukraine, Russia, and France.

Prima TV

Prima TV was launched as one of the first commercial television stations in Romania in December 1997. It has established itself as a young TV station with a reputation for broadcasting quality programs, covering a broad range of blockbuster movies, Reality TV, sitcoms and shows on life style trends. The channel targets an educated, urban audience between the ages of 15-44.

SevenOne International

SevenOne International is the worldwide programming sales company of the ProSiebenSat.1 Group, the second-largest broadcasting group in Europe, reaching more than 78 million TV households. Apart from its



core business free TV, operating more than 20 Free TV stations in 12 countries, the Group is also active in a number of related industries.

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SevenOne International offers an extensive portfolio of TV events, TV movies, telenovellas, prime-time series and mini-series, as well as magazine shows and entertainment formats. In addition, SevenOne International markets and co-finances the programs of third-party producers. The company's headquarters is located in Unterföhring, near Munich. The Managing Director is Jens Richter.