



## SevenOne International sells “Clever!” to Canada

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**Munich, May 20, 2010.** SevenOne International has sold the sciencetainment show “Clever!” to Canada. A local version of the international hit format will be airing weekly on public broadcaster Télé Québec. The prime-time show will debut under the title “Génial!” this fall and will be produced by Télé-Vision.

Caroline Kusser, Regional Sales Director / International Format Acquisitions, SevenOne International: “We are thrilled to see the ‘Clever!’ way of teaching science entertainingly on TV enter North America. Thanks to its original concept, the show has been a worldwide bestseller. No doubt the French-Canadian version will continue the format’s international story of success.”

Mario Clément, Vice President, Creation and Business Development, Télé-Vision: “We are very happy to have obtained the French-Canadian production rights to ‘Clever!’. Offering a playful yet scientific approach to scientific phenomena, the show boasts a great quality: it has viewers immediately captivated. In a world where communication is gradually turning towards emotion, the particularly intriguing aspect of ‘Clever!’ is first of all due to its amazing content.”

### “Clever!”

Debuting on German TV channel SAT.1, “Clever!” (produced by Constantin Entertainment) has turned into an international hit format. The edutainment show presents the mysteries of science in a highly entertaining way. Celebrities puzzle over the right answers to questions of everyday life, while a well-known comedian demonstrates scientific phenomena in spectacular outdoor and studio experiments.

SevenOne International has already sold “Clever!” in more than 20 countries worldwide, including France, Spain, Russia, Australia and China.

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### **SevenOne International**

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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, the Group is also active in a number of related industries. SevenOne International offers an extensive portfolio of TV events, TV movies, telenovelas, 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.

### **Télé-Vision**

Since its beginning in 1984, Télé-Vision has created television programs in various fields, ranging from reality shows, variety shows, service and news productions to documentaries and interactive game shows. Télé-Vision's programs are broadcast on all major French Canadian networks, and air on several specialty channels as well. During the 2009 season alone, Télé-Vision has produced over 350 hours of programming. In 2010, Télé-Vision will produce over 800 hours including 700 hours of live broadcast shows.