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## Press Release

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### SevenOne International sells Showtime Original Series “The Borgias” to Switzerland

**Munich, November 16, 2011.** SevenOne International has sold the two-time Emmy-winning series “The Borgias” to Swiss Free TV channel 3+. “The Borgias” is a production of the U.S. TV channel Showtime and features top-notch actors such as Jeremy Irons.

Bodo Braun, Sales Director German-speaking Countries and Turkey of SevenOne International, comments, “This is an exciting TV event produced in the U.S. with an A-list cast. We’re confident this fresh new series will fit in very well with 3+’s young profile.”

#### The Borgias

Sex. Power. Murder. Amen. “The Borgias” from the creative mind of Academy Award winner Neil Jordan portrays the sordid saga of one of the most remarkable and legendary families in history. Set in 15th century Italy at the height of the Renaissance, “The Borgias” chronicles the corrupt rise of patriarch Rodrigo Borgia (brilliantly portrayed by Academy Award winner Jeremy Irons) to the papacy, where he proceeds to commit every sin in the book to amass and retain power, influence and enormous wealth for himself and his family.

#### 3+

The diversified programming of 3+ includes high-quality entertainment Swiss productions such as “Bauer, ledig, sucht”, “Bumann der Restauranttester”, “Wer wird Millionär?”, “Adieu Heimat” and “Jung, wild & sexy”, top U.S. series and various blockbuster movies. With local productions “Bauer, ledig, sucht” and “Bumann der Restauranttester,” 3+ has been market leader in the target group several times. In 2009, 3+ received the Swiss Economic Award as best Swiss Young Entrepreneurs in the service category.

#### About SevenOne International

SevenOne International is the worldwide programming sales company of Red Arrow Entertainment Group, a ProSiebenSat.1 Group company. ProSiebenSat.1 is the second-largest broadcasting group in Europe, reaching more than 67 million TV households. 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 is headquartered in Unterföhring, just outside of Munich.

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