



SevenOne International sells “Clever!” Entertainment Show to Spain and Greece

- Sat.1 show already sold to broadcasters in 18 countries

Munich, September 26, 2007. The Sat.1 entertainment show “Clever! – The Quiz Show that makes Science Fun” will soon be airing in Spain and Greece. SevenOne International, the ProSiebenSat.1 Group’s worldwide programming sales company, has sold the show to the Spanish TV channel Telecinco and the Greek channel Antenna. In Spain, the local adaptation of “Clever! – The Quiz Show that makes Science Fun” will debut on October 7 under the title “¡Clever!,” and will be shown at 6 p.m. every Sunday. The show will be hosted by popular Spanish TV hosts Emma Garcia and Mario Picazo.

The sales in Spain and Greece raise the number of countries that have acquired rights to “Clever!” to 18 – including Australia (Nine Network), Italy (Rai Uno), the Czech Republic (Nova TV), Romania (ProTV), China (CCTV), Denmark (TV2) and Thailand (Modernine TV – Channel 9).

Said Jens Richter, Managing Director of SevenOne International: “‘Clever! – The Quiz Show that makes Science Fun’ is one of our strongest formats internationally, and offers entertainment with a purpose. The show achieves something that school never could – it explains everyday phenomena excitingly, understandably and with humor. On ‘Clever,’ learning really does become fun.”

Said Alberto Carullo, Broadcasting Division Director at Telecinco: “We’ve scheduled ‘¡Clever!’ in a prominent position on Sunday evenings because we believe the show will appeal to a broad audience. ‘¡Clever!’ uses entertaining experiments to show how simple – or spectacular – the explanation of scientific phenomena can really be.”

SevenOne International

SevenOne International is the worldwide programming distribution company of the ProSiebenSat.1 Group, one of the biggest and most successful pan-European media companies, represented in 13 countries with 24 Free TV Channels. SevenOne International offers a

Page 1

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comprehensive portfolio of TV events, mini-series, TV movies, telenovelas, prime-time series and mini series, magazines and entertainment formats. In addition, SevenOne International markets and co-finances programs from third parties. The company's headquarters are in Unterföhring, Munich, the Managing Director is Jens Richter.

Page 2 of 2