



SevenOne International sells German telenovela to Poland

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Munich, January 10, 2008. SevenOne International, the ProSiebenSat.1 Group's worldwide programming sales company, has sold Sat.1's telenovela "Love is in the Air" to Polish public broadcaster and market leader TVP1. Launched yesterday, the show will run daily in two back to back episodes at 3.10 pm under the Polish title "Miłość puka do drzwi" (Love knocks on the door).

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"Love is in the Air" has already received an enthusiastic response on Mediaset's Canale 5. The Italian version of the German telenovela under the title "Cuori tra le nuvole" attracted audience shares of up to 21.1 percent. The telenovela has also aired on Latvia's LNT ("Mīlestība ir kaut kur gaisā") and on Belgium's VIJFtv ("Love is in the Air").

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Says Jens Richter, Managing Director of SevenOne International: "Love is in the Air' has already scored excellent market shares in Italy. We are positive that the Polish market leader TVP1 will attract an impressive audience as well."

Press release online:
www.sevenoneinternational.com

Says Magdalena Chajewska, Programme Buyer of TVP1: "Love is in the Air' is very modern, light and entertaining. It has good looking and likeable characters in pleasant sets and an intriguing storyline."

"Love is in the Air"

Nelly's wedding falls apart when her fiancé cheats on her with her best friend shortly before the ceremony. So she throws over her old life and heads for Berlin. There she gets a job as a flight attendant and meets three men in succession, all of whom somehow seem perfect – but which one is really Mr. Right?

SevenOne International

SevenOne International is the international programming sales company of the ProSiebenSat.1 Group, one of the largest pan-European media corporations, which owns 26 free TV channels and 24 pay TV channels in 13 countries. SevenOne International offers an extensive portfolio of TV events, TV movies, telenovelas, prime-time



series and miniseries, as well as magazine shows and light entertainment formats. It also markets and co-finances programming made by third-party providers. It is headquartered in the Munich suburb of Unterföhring, and managed by Jens Richter.

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TVP1

TVP1 is a Polish public broadcaster and market leader of 2007 in Poland, offering a wide range of programming such as soap operas, feature films, entertainment and interactive programs. TVP1 is also the only channel in Poland to present theatre performances.