



SevenOne International: "Schiller Street" Wins Italy's "Telegrolle 2007" TV Award

Page 1

Munich, February 5, 2008. On Saturday evening, the Italian adaptation of the Sat.1 improv comedy show "Schiller Street" (producer: Hurricane) won the Telegrolle 2007 Award – one of Italy's most famous television prizes – for best sitcom. The awards are given in the categories of Fiction, Soaps, Sitcoms and Cartoons. Under the title "Buona la prima," "Schiller Street" premiered last May on Mediaset channel Italia 1. The first 20 episodes aired Tuesdays at 9 p.m. from May through June. Thanks to that success, this spring Italia 1 will launch a second season of 20 new episodes. The show is hosted by the popular Italian comedy team Ale and Franz.

"Schiller Street" has won multiple awards in Germany as well. In 2005 it won the German Comedy Prize and the German Television Prize. In 2006 it won the Golden Romy for "best programming concept." In 2005 it even won an international prize, the Rose d'Or.

So far, a total of 21 TV channels have acquired the rights to produce versions of the Sat.1 program. SevenOne International, the ProSiebenSat.1 Group's worldwide programming sales company, has made sales of "Schiller Street" to such countries as France, the Netherlands, Finland, Norway, the Czech Republic, Russia and Turkey.

Said Jens Richter, Managing Director of SevenOne International: "We congratulate Italia 1 on its success, and we share in the delight of Sat.1 and the show's creators Hurricane that the concept has been so successful in so many other countries. 'Schiller Street' is one of the most sought-after program concepts in our portfolio."

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

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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.

Page 2 of 2