



SevenOne International sells German Improv-Comedy to Italy

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Munich, April 17, 2007. SevenOne International, the ProSiebenSat.1 Group's worldwide programming sales company, has sold the improv-comedy "Schillerstraße" (international marketing title: "Schiller Street") to Italy. The successful Sat.1 format will be launched on April 17 on the Mediaset station Italia 1. "Buona la prima!", as it is called in Italian, will run Tuesdays between 9 and 10 pm as a back-to-back episode. The show will be hosted by the Italian comedy stars Ale and Franz, who have been appearing on Mediaset's long-running "Zelig" comedy format for some years. A RTI Spa Production, the improv-comedy is brought to the screen by Grundy Italia in cooperation with Bananas and Cattleya.

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Says Jens Richter, Managing Director of SevenOne International: "We are happy to have "Schiller Street" air on Italian television, and especially with Ale and Franz as famous hosts. 'Schiller Street' is one of our leading international formats. Let's hope our improv-comedy will also delight the Italian audience."

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"Schiller Street"

"Schiller Street" has been one of the most innovative and successful formats in the past years. It is a brightly entertaining show that highlights the almost-lost art of improvisation. A few top-class comedians are guided not by a script but by spontaneous directions which are communicated via earphones to individual cast members, resulting in often hilarious scenes. The concept has already won various national and international TV prizes.

Press release online:
www.sevenoneinternational.com

SevenOne International

SevenOne International is the worldwide programming marketing company of the ProSiebenSat.1 Group. Headed by Jens Richter, the company markets productions from Sat.1, ProSieben, kabel eins and N24 in international markets. It also acts as a service provider for third parties. SevenOne International offers an extensive portfolio of fiction of all genres, magazines and entertainment formats.