



Press Release

Pay-TV Channel ProSiebenSat.1 Welt in North America with New OnAir-Design and More Lifestyle Programming

Seite 1

Munich, May 28, 2009. ProSiebenSat.1 Welt, the German-language channel of the ProSiebenSat.1 Group in North America, showcases its new onair-design today. The new logo clearly communicates the affiliation with the biggest commercial TV group in Germany and its free-TV stations Sat.1, ProSieben, kabel eins, and N24. The channel's website www.prosiebensat1welt.com also presents its new face with structured features and a fresh design highlighting the compelling programming and subscription options.

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Customers who receive ProSiebenSat.1 Welt via the satellite service DISH Network can now look forward to an exclusive lifestyle-afternoon with a wide range of additional programs like „SAM“, „Lebe Deinen Traum“, „We are family!“, „Boris Becker meets“, or „Abenteuer Auto“. In the United States, the pay TV station was launched in February 2005 and has been on the air in Canada since June 2006.

“ProSiebenSat.1 Welt provides our American customers with the finest German programs”, says ProSiebenSat.1 Welt Managing Director Jan Frouman. “We are especially delighted to now offer our DISH Network subscribers an even greater variety of shows and give them up-to-date insights into modern German life.”

www.sevensenses.de
www.sat1comedy.de
www.kabeleinsclassics.de
www.maxdome.de

About ProSiebenSat.1 Welt

ProSiebenSat.1 Welt offers international viewers a broad selection of German-language programming and features the best programs of the Group's four networks Sat.1, ProSieben, kabel eins, and N24. Highlights include series such as “Der Bulle von Tölz”, “Edel & Starck”, “TV total”, and exciting TV movies. As an exclusive service, ProSiebenSat.1 Welt features first-league Bundesliga soccer live. A current display of the program is available on www.prosiebensat1welt.com. ProSiebenSat.1 Welt is managed by the SevenSenses GmbH.