

PRESS RELEASE

CANAL+ Group Launches ADSL Offer Combining Television, High-Speed Internet Access and Telephone Service in Paris and Marseille

- **A new brand, CANALSATDSL, and CANAL+ Numérique**
- **Nearly 80 television channels, half of them exclusive**
- **A simple, affordable offering combining television, high-speed Internet access and telephone service**
- **Start-up in Marseille on March 22**
- **Rollout in the Paris region on May 17 with two operators, France Telecom and neuf telecom**

(Paris - March 10, 2004) - CANAL+ Group today presented and demonstrated its new CANALSATDSL television via ADSL offer at the Salon de la Réception Numérique digital broadcasting trade show in Paris. The highly attractive offer combining television, high-speed Internet access and telephone service will be launched in the coming weeks in Marseille and Paris.

Beginning on March 22, Marseille residents will benefit from a "triple play" offer, including a package of pay-TV channels, high-speed Internet access and telephone service, designed for simultaneous use and accessible through a single conventional telephone line.

CANAL+ Group's offer will provide city centers with nearly 80 digitally broadcast television channels, half of which are exclusive, including the different versions of CANAL+, SPORT+, Cinécinéma, Planète, MCM, Canal J and the four Disney channels.

Thanks to the partnership signed with neuf telecom, Marseille residents will benefit from a particularly attractive introductory offer, combining television, high-speed, 512 Kbps Internet access and five hours a month of free local phone service for one year, starting at €25.90 a month.

Subscriptions to the CANAL+ Numérique and CANALSATDSL offers are also available without the Internet and telephone services. CANALSATDSL will be launched for a starting price of €11.00 a month and CANAL+ Numérique, including CANAL+, CANAL+ Cinéma, CANAL+ Sport, CANAL+ Confort and CANAL+ 16:9, will be offered via ADSL for €20.00 a month.

Residents of Marseille will be able to subscribe through the CANAL+ Group network of authorized distributors, who will supply them with an ADSL modem and a set-top box developed by CANAL+ Group and Thomson.

On May 17, CANAL+ Numérique and CANALSATDSL will be rolled out in Paris and the greater Paris area, partnering with two operators, France Telecom and neuf telecom.

The "triple play" offer introduced in the Paris region with neuf telecom will be the same as in Marseille. Subscribers to France Telecom's Ma LigneTV ADSL television services will also benefit from CANAL+ Numérique and the CANALSATDSL package under similar terms.

CANAL+ Group will continue deployment of its ADSL offers in other French cities this year, notably in Lyon, Toulouse, Nice and Strasbourg. In all, three million French households will have access to CANAL+ Numérique and CANALSATDSL via ADSL by the end of the year.

In unveiling its ADSL television offer today, CANAL+ Group is reaffirming its commitment to being a driving force in this new distribution system. It also demonstrates the effectiveness and benefits of the multi-operator strategy chosen from the outset.

France Telecom is a major telecom operator in France and, with Wanadoo, undisputedly the leading Internet access provider. Wanadoo subscribers represent an important potential market for developing television using this new technological solution.

Neuf telecom and Cegetel, also partner to CANAL+ Group, are fast-growing newcomers to the ADSL market. In particular, the possibility of deploying a highly attractive "triple play" offer with neuf telecom represents an advantage for the development of television via ADSL.

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