

APPOINTMENT

Paris, March 23, 2004

Philippe Lornac has been appointed Director of Programming of CANAL+ premium channel, reporting to Rodolphe Belmer, Executive Vice President of CANAL+ Group and Executive Vice President of the premium channel. He will join the company on March 29.

Philippe Lornac is 44 and holds a DESS degree in audiovisual communication law and administration. He has spent his entire career in the television and movie industry. He worked in the CANAL+ programming department in 1989 and was responsible for Canal J programming in 1991. In 1992, he joined M6 where he held various positions, including that of Programming Director from 1996 to 2002, subsequently moving to France 5 as Program Director. Philippe Lornac is currently working as an independent consultant.

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