



CLASS HORSE TV, EQUIDIA AND HORSE & COUNTRY TV TEAM UP TO FORM EUROPEAN NETWORK

Press Release – October 3rd 2011

The leading TV channels for equestrian sports and leisure from the UK, France and Italy have agreed to form an international specialist network reaching more than 35 million households across Europe.

Horse & Country TV, Equidia, and Class Horse TV announced today the creation of a new entity, to be known as the Equestrian Sports Network.

ESN will represent the largest single repository of programming and rights in the equestrian sports and lifestyle genre. The partners plan to make content available to each other through the network, and co-produce shows and create formats with cross-border appeal.

Available in more than 35 million homes across the UK and Ireland, France, Belgium, Switzerland and Italy, the Equestrian Sports Network will also offer sponsors of equestrian sports a unique one-stop shop for reaching a large but targeted audience. The network partners will coordinate their coverage of competitive series, and create other programming packages to give advertisers and sponsors a new vehicle for amplifying their investment in equestrian sports.

Heather Killen, Chairman of H&C TV Ltd, said of the new venture: "The creation of an international network of specialist channels is a powerful step towards realizing the value inherent in the large and attractive audience for horse sports and leisure. Our three channels together represent a superior consumer proposition and an enhanced commercial opportunity compared with our stand-alone efforts."

Luca Panerai, CEO of Class Horse TV, said: "Many Fortune 500 companies have seen the value of sponsoring equestrian sports events, but have lacked the amplification that media brings to their investment. The Equestrian Sports Network offers a potent and highly targeted solution to this challenge. We look forward to engaging with them on this significant new opportunity."

Eric Brion, Directeur Général of Equidia, said: "For twelve years, Equidia has been producing and broadcasting thousands of TV programs dedicated to horses in general, to equestrian sports in particular, including the Olympics Games and the World Equestrian Games. As

their popularity continues to rise, Equidia has now dedicated a new channel devoted to equestrian sports and lifestyle, Equidia Life, to complement our original racing coverage. It is a boon to have an international network with which to associate this new channel.”

Notes to Editors:

H&C TV lives on-air and online and provides exclusive sports event coverage, news, documentary and personality-led programming to the passionate audience for horse sports and country living. The channel won the award for ‘**Best Specialist Channel**’ in the 2011 Broadcast Digital Awards. As well as horse sports, H&C broadcasts shows about dogs, country sports and rural lifestyle. Online, H&C publish blogs and commentary provided by a range of experts and personalities, as well as business listings, classifieds, forums, and a calendar of events. H&C has a 60,000 strong Facebook following and lives online at www.horseandcountry.tv and on-air on SKY channel 280, reaching 10.5 million households in the UK and Ireland.

Equidia is a multimedia company combining two TV channels that are available in 16 million households in France, Belgium and Switzerland, a website offering catch-up and VOD viewing, and applications for smartphones and tablet devices. Equidia’s regular audience numbers five million viewers, who enjoy a schedule of productions of which 80% are produced in-house.

In just over a year, **ClassHORSETV** has established itself as the channel of reference in Italy for all those who follow the world of horses: not only viewers who want to follow the various disciplines on TV, but also brands that have realized the value of reaching the audience for equestrian sports. ClassHORSETV is the only broadcaster in Italy officially recognized by FEI (International Equestrian Federation) and FISE (Italian Federation of Equestrian Sports), with which it has entered an exclusive agreement that includes the development of a shared and co-sponsored competitive calendar across various disciplines. ClassHORSETV broadcasts on the Sky channel 221, and on channel 55 on free satellite platform Tivùsat.

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