



Union des associations européennes de football



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## ***Telewizja Polsat S.A. to broadcast UEFA EURO 2008™ in Poland***

### **Deal signed with Telewizja Polsat S.A. for the UEFA EURO 2008™ broadcast rights**

UEFA and Telewizja Polsat S.A. ("Polsat") today signed an agreement under which Polsat is appointed the Official Broadcaster of UEFA EURO 2008™ in Poland.

All 31 UEFA EURO 2008™ matches will be broadcast live on free to air television. Further coverage and highlights programmes of all matches will be offered to Polish football fans on Polsat's pay television channels, Polsat Sport and Polsat Sport Extra. In addition, Polsat is committed to reaching the highest production quality standards for these football matches and will cover the entire event in High Definition (HD) quality.

Commenting on the agreement, UEFA's Director of Marketing and Media Rights, Philippe Le Floc'h said:

Polsat is the leading commercial broadcaster in Poland and has vast experience in broadcasting major sports events. We are delighted to have appointed Polsat as our Official Broadcaster in Poland and look forward to working together with them in order to bring the UEFA EURO 2008™ viewing experience in Poland up to a new level."

The broadcast rights to the UEFA European Football Championship are being sold on a market-by-market basis for the first time in the 46-year history of the tournament.

SPORTFIVE is UEFA's exclusive sales agent for the exploitation of European broadcast rights relating to UEFA EURO 2008™.

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