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De Agostini completes its offer for Zodiak

De Agostini Communications together with Ludo Poppe and Steefan Soetewey has through the company Kaidoz AB received to date acceptances of 96.63, 95.57 and 96.63 per cent of all shares, convertibles and votes, respectively, for its offer on Zodiak. Kaidoz (controlled by De Agostini with Mr. Poppe and Mr. Soetewey as minority shareholders) therefore declares the offer unconditional, thus completes the offer and acquires the securities tendered to date. The acceptance period, for shareholders and holders of convertibles in Zodiak which have not yet accepted the bid, is extended until 14 July 2008.

Patrick Svensk, CEO and President of Zodiak Television, comments:

- We are happy that the bid has been successful and, as usual, it's full speed ahead for us now. It feels exciting and challenging and I am convinced that this combination will be very good for Zodiak, our customers and our staff. Together with De Agostini we will be able to grow even faster than before.

Lorenzo Pellicoli, CEO of De Agostini, declares:

- We are extremely pleased with the success of the offer for Zodiak. Following the acquisitions of Magnolia in Italy and Marathon Group in France, this is a further important step in the build up of De Agostini's project in the content production sector.
- It enhances our international footprint, by giving us exposure to the Scandinavian, UK, US, Belgian and Dutch markets and to the fast growing Eastern European markets. In addition, we are enriching both our library - with valuable IP rights for both scripted content and light entertainment - and our management team - with a group of talented experts in the content production arena.

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***Zodiak Television** is one of the most innovative and creative producers of content in the world today, comprised of a perfect blend of more than twenty successful international businesses. **Zodiak International** distributes content produced by Zodiak Television, as well as third party producers, to clients throughout the world.*

***Zodiak Television AB** companies include Bullseye (UK), Diverse Productions (UK), Lucky Day (UK), Red House (UK), Zodiak International (UK), Kanakna (Belgium, Netherlands), Social Club Productions (Denmark), Mastiff (Sweden, Denmark, Norway, Ukraine), Jarowskij (Sweden), 5th Element (Sweden), Yellow Bird (Sweden, Germany), Broadcasters (Finland), Mastiff Media (Poland), TeleAlliance Media Group (Russia, Belarus), Dixi Media (Russia), YS Films (Ukraine) and Sol (India)*