PRESS RELEASE
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TRACE SPORTS LAUNCHES ON CANAL DIGITAL KABEL IN NORWAY

TRACE Sports, the first channel dedicated to sports celebrities, has launched in Norway on Canal Digital Kabel, the country's largest cable operator, which is part of Canal Digital, Scandinavia's leading operator.

The channel is available to approximately 500,000 subscribers in Norway, as part of the optional basic pack.

TRACE Sports is the first channel exclusively dedicated to sports celebrities and their private lives, bringing fans up-close-and-personal with world famous sports stars.

The channel allows viewers to gain exclusive access to top-flight athletes through exclusive profiles, gossip, and entertainment shows.

Laurent Dumeau, CEO of TRACE Sports, said:
« *TRACE Sports continues its rapid global expansion – by entering the Norwegian market with a major launch on the country's leading cable operator Canal Digital-kabel.*
We are very confident that new launches in Scandinavia will be announced very soon. »

ABOUT TRACE:

TRACE is an international brand and media group active in two fast-growing segments of the entertainment industry: urban music and sports celebrities. Since 2003, TRACE has launched 12 successful pay-TV and digital platforms, that are available in 160 countries to more than 80 million subscribers.

ABOUT CANAL DIGITAL KABEL:

Canal Digital Kabel-tv provides digital TV and broadband solutions to about 500 000 Norwegian households. The distributor offers more than 100 different TV channels, in a range of analogue, digital and HD quality. Canal Digital today delivers the best selection of HD in Norway in its basic offering. Its service is offered by HFC or FTTH.

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