



# PRESS RELEASE

## e.tv secures exclusive UEFA soccer broadcast rights

### UEFA Champions League and UEFA Super Cup

**TX: Tuesday 25 August at 10:30PM, Wednesday 26 August at 10:30PM and Friday 28 August at 10:25PM**

It's a television super goal for e.tv with the announcement of its exclusive free to air rights to broadcast the internationally acclaimed UEFA Champions League for the 2009/2010 season. As a warm up to the Champions League, e.tv will broadcast the last qualifying play-off matches, on Tuesday 25 and Wednesday 26 August. .

The UEFA Champions League gives privileged fanatics the opportunity to see the sporting gods of European football contend for the most prestigious club trophy.

Loyal viewers will have a front row seat to some of the best matches this season, from the comfort of their living rooms, when e.tv airs the thrilling match days on specified Tuesdays (live) and Wednesdays (delayed).

Rousing up excitement for what lies ahead are the following play-off matches. This is the last qualifying round of the Champions League with the winners advancing to the group stage:

Tuesday 25 August at 10:30PM: Atletico Madrid vs Panathanaikos 2<sup>nd</sup> Leg match

Wednesday 26 August at 10:30PM: Celtic vs Arsenal 2<sup>nd</sup> Leg match

On, Friday 28 August at 10:25PM e.tv will broadcast the UEFA Super Cup, a match between the champions of the UEFA Cup and UEFA Champions League from the preceding season: Shaktar Vs Barcelona.

The inclusion of the UEFA games will have the following effects on e.tv's daily programme schedules:

### Tuesday 25 August:

**21:30**            **3<sup>rd</sup> Degree**            **PG**  
**Current Affairs**

**22:00**            **eNews Late Edition**  
**News**

**\*\*22:30**            **UCL Play-Offs 09/10 (New)**            **Atletico Madrid vs Panathinaikos**  
**Sport**

Play-off round is the last qualifying round of the Champions League with the winners advancing to the group stage. The draw for the Group Stage will be released on August 27th. The losers of each tie will go into the group stage of the UEFA Europa League.

**\*\*00:20**            **Brain Box**  
**Live Game Show**

**\*\*02:20**            **Late Feature**    **PG**            **My Favorite Brunette**            **1947**  
**Movie**  
**Directed by Elliott Nugent**

Baby photographer Ronnie Jackson, on death row in San Quentin tells reporters how he got there: taking care of his private-eye neighbour's office. Ronnie is asked by the

irresistible Baroness Montay to find the missing Baron. There follows confusing but sinister doings in a gloomy mansion and a private sanatorium. Starring **Bob Hope, Peter Lorre and Lon Chaney**

- \*\*04:00**      **e-Shibobo 2009 (Repeat)**  
**Sport**
- \*\*04:25**      **3<sup>rd</sup> Degree 2009 (Repeat)**      **PG**  
**Current Affairs**
- \*\*04:55**      **e-Insert**

**Wednesday 26 August:**

- 22:00**      **eNews Late Edition**  
**News**
- \*\*22:30**      **UCL Play-Offs 09/10**      **Arsenal vs. Celtic**  
**Sport**  
  
Play-off round is the last qualifying round of the Champions League with the winners advancing to the group stage. The draw for the Group Stage will be released on August 27th. The losers of each tie will go into the group stage of the UEFA Europa League.
- \*\*00:20**      **European Poker Tour**      **EPT Copenhagen #03**  
**Season 4 Episode 15**  
**Reality**
- \*\*01:25**      **Late Night Movie**      **ALL**      **This Is The Army**      **1943**  
**Movie**  
**Directed by Michael Curtiz**
- \*\*03:30**      **Silk Stalkings II (Repeat)**      **PGV**      **The Wild Card**  
**Episode 9204**  
**Drama**
- \*\*04:15**      **Silk Stalkings II (Repeat)**      **PGV**      **In Too Deep**  
**Episode 9202**  
**Drama**

**Friday 28 August:**

- 20:00**      **Action Feature**      **13 V**      **House of Flying Daggers**      **2004**  
**Movie**  
**Directed by Yimou Zhang**
- \*\*22:25**      **UEFa Super Cup 09/10**      **Barcelona vs Shakhtar**  
**Sport**  
  
UEFC Super Cup is a match between the champions of the UEFA Cup and UEFA Champions League from the preceding season.
- \*\*00:15**      **Brain Box**  
**Live Game Show**
- \*\*02:20**      **Erotic Feature**      **18 SN**      **The Best Sex Ever: Sexy Pictures**      **2002**

**Movie**

**\*\*03:45**      **Late Feature    ALL    The Road To Hollywood      1938**  
**Movie**  
**Directed by Scott Sternberg**

**\*\*04:45**      **Show Me The Funny (Repeat)**  
**Comedy**

-Ends-