



Enlargement of Da Vinci Learning throughout the EU

Berlin, 11th November, 2009

Da Vinci Learning is growing. With the support of the European Union, the knowledge channel's success continues.

Approved in 2008, European funding meant that Da Vinci Learning was successfully able to develop exciting new markets and to broaden the diversity of programmes featured on the channel. New scientific adventures for kids, continued inspiration for families and more, high-quality, knowledge content for adults will entertain at respective times of the day.

Curiosity is innate within us all. DA VINCI LEARNING seeks to nurture and encourage this desire, by offering viewers an opportunity to investigate the fascinating universe of knowledge and science by means of premium quality TV productions.

With a 24-hour knowledge programme, Da Vinci Learning can be received through numerous digital platforms and cable networks. First aired in 2007 in Poland, DA VINCI LEARNING has since successfully entered the TV markets in Romania, Hungary, Turkey and Bulgaria - and is still expanding with two more countries to follow in 2009. Launch in further countries are in preparation. The channel is transmitted in local language versions.

Da Vinci Learning has successfully implemented a brand new ON AIR design this year and will present a complete new interactive website in 2010.

For further questions:

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