



October 15, 2010, Moscow

Mezzo live HD received the “Golden Ray” – a prestigious National Award for satellite, cable and IP TV – as the best music channel. The Second Annual award ceremony was held by the National Association of TV and Radio Broadcasters (the professional association of Russian TV and Radio companies) and supported by the Europe’s Hot Bird™ TV Awards. The Awards ceremony took place on Oct 14 2010 at the Mosfilm movie studios in Moscow.

Mezzo live HD is a TV channel of the French media holding Lagardere Active that broadcasts classical music and jazz concerts, opera and ballet performances 24 hours a day in Native HD. In Russia the Lagardere Active channels - **Mezzo Live HD**, Mezzo, MCM Top, TiJi and Gulli are represented by “Universal Distribution”.

«We are grateful to the professional jury for this high evaluation of our new TV channel which allows the viewers to see and hear classical music and jazz in HD quality. Mezzo live HD was launched in April 2010, and thanks to our partners and operators NTV Plus, Akado and Beeline, Russian fans of classical music got the opportunity to appreciate the quality of images in HD and unique live broadcasts on Mezzo Live HD. Russia was among the first countries to start broadcasting Mezzo and Russian music lovers stay loyal to our channel. Today the HD technology is developing rapidly in Russia. It is not surprising that Russia with its rich cultural traditions and technology achievements was among the first countries to start broadcasting Mezzo Live HD, - says Emmanuel Genin, Director Distribution Development of Lagardère Active’s French & International TV Channels. – As part of the cultural agenda of the Year of France in Russia, Mezzo live HD plans a live broadcast of Alban Berg’s VOZZEK opera from the Bolshoi theater in Moscow -do not miss this music event!»

The companies within the group publish 235 editions (Elle, Marie Claire, Psychologies, Star Hit and others), control 10 thematic TV channels (Gulli, TiJi, Mezzo, **Mezzo live HD** June, Canal J, MCM, MCM TOP, MCM POP and others), 26 radio stations (Virgin Radio, RFM, Europa Plus, Radio 7, Retro FM, Svezheye Radio and others) as well as web resources. The holding also owns ventures in tourism and sports. 60 % of the holding’s companies are represented in 40 countries across the world.

Additional information at: <http://www.lagardere.com/group/home-page-site-284.html>

For additional information and interview please contact the press service of Lagardere Active TV at: maria.pantelic@lagardere-active.com

Press Contacts:

Mezzo Live HD:

- William Chatrier - Pierre Collet - Communication associates - Imagine
+33(0)1 56 36 51 19 - +33 (0)1 40 26 35 26
chatrier@aec-imagine.com - collet@aec-imagine.com

Lagardère Active:

- Valérie Blondeau - 01 41 34 67 16 - valerie.blondeau@lagardere-active.com
- Aurélie Giffaut - 01 47 23 19 21 - aurelia.giffaut@lagardere-active.com