



MEDIA RIGHTS

T-Mobile Ekstraklasa

... Central Europe's largest football league

The Polish Ekstraklasa is the premiere sporting event in Poland and arguably the largest and most important football league in Central Europe.

Boasting a rich history and a European legacy with top clubs such as Wisla Krakow, Legia Warsaw and Lech Poznan, the Polish Ekstraklasa is well positioned to begin a new era.

With the staging of the UEFA EURO 2012™ Championship in Poland, Ekstraklasa has invested heavily in infrastructure projects and now boasts a number of Europe's most modern arenas. 38 million football-crazy inhabitants and the status of Poland as Central Europe's economic powerhouse add to the further development of Ekstraklasa. International top-class production with kick-offs slots spanning from Friday until Monday, full stadiums, well-known football brands and a sportive well-balanced league round off a high-class international TV product.



Format

The Ekstraklasa consists of 16 teams and operates in a typical promotion and relegation system. The season is played over 30 match days and lasts from July to May. Ekstraklasa's Champion qualifies for a spot in the UEFA Champions League while the 2nd and 3rd place play in the UEFA Europa League.



Stadiums

Thanks to the UEFA EURO 2012™ in Poland, 9 of the 16 Ekstraklasa clubs have built new stadiums:

Club	Year of Completion
▶ Korona Kielce	2006
▶ Zagłębie Lubin	2009
▶ Lech Poznań	2010
▶ Legia Warszawa	2011
▶ Wisła Kraków	2011
▶ Lechia Gdansk	2011
▶ Śląsk Wrocław	2011
▶ Jagellonia Białystok	2012
▶ Gornik Zabrze	2013



Successes

Ekstraklasa Champions since 2008:

Wisła Kraków 2008/2009, Lech Poznań

2009/2010 and Wisła Kraków again in 2010/2011.

The 3 most successful clubs in the history of Ekstraklasa are Ruch Chorzów, Górnik Zabrze and Wisła Kraków - which have all won the Polish Championship more than 10 times already. 5 - 9 Championship titles have so far been won by Legia Warsaw, Lech Poznań and Cracovia.



Production

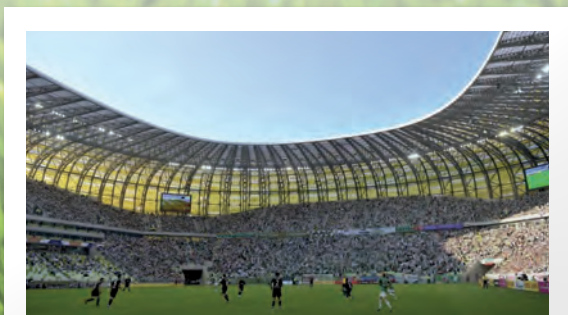
Top-class international production. Multilateral matches are produced by 13 cameras in 16:9 SD. 3 live matches available per match day at time slots not occupied by other top European football leagues:

- Fridays	20:30 CET
- Sundays	17:00 CET
- Mondays	18:30 CET

More games (unilateral) available on request



Wisła Kraków - Ekstraklasa's 2010/2011 Champion



PGE Arena - home of Ekstraklasa's Lechia Gdańsk