

Paris, 3 September 2009

**Free, 1st operator in France to broadcast the SUNDANCE Channel HD,
the benchmark channel for independent movies
created by Robert Redford**



A great success in the US, where it has more than 30 million subscribers, the benchmark channel for independent movies created by **Robert Redford** is to be broadcast for the first time in France by Free and Alice.

Sundance Channel is the fruit of a thought process carried out by the actor/director to promote a spirit of independence, discovery and innovation in cinema.

In 1981, Robert Redford thus founded the **Sundance Institute**, a laboratory where he brought together promising young directors, in order to enable them to collaborate with the best screenwriters and subsequently develop their own projects independently.

These talented individuals were able to express themselves freely and to innovate, away from the pressure of the movie industry.

This institute has become a place of exchange for independent cinema and gave birth four years later, under the management of Robert Redford, to the **Sundance Festival**.

This festival is a must for "art et essai" theatre programmers in the US and features every year talented directors of today and tomorrow. It showcases a selection of 120 feature and documentary films, as well as 80 short films and cinema-related works, representing all aspects of contemporary independent cinema production in the US and abroad.

The Festival enabled the US public to discover many of the most daring directors of the past twenty years, such as *Kevin Smith, Robert Rodriguez, Quentin Tarantino, Steven Soderbergh and Jim Jarmusch*.

In order to provide a more extensive broadcast of the work of these young talents, Robert Redford decided in 1996 to create a TV channel dedicated to independent cinema: **Sundance Channel**. The programming of this channel is entirely dedicated to "independent thinking" and offers the public a committed and varied selection of movies, documentaries and original programmes.

Broadcasting this new benchmark channel for independent cinema is entirely in keeping with Free's strategy of relentlessly providing more innovation to its subscribers and broadcasting quality content.

In order to enable fans of independent cinema to fully enjoy the quality of these contents, Free will broadcast this channel in original, subtitled version.

The channel will be broadcast in HD (€2.99/month), channel 45 and will soon be available on VOD by subscription.

Channel available, subject to eligibility to TV service, to Free and Alice subscribers. Also available in standard definition.

Free is an Iliad subsidiary. The Iliad Group is a major player in the French telecommunications and Internet access market via Free and Alice (4,371,000 ADSL subscribers as of 30 June 2009), Onetel and Iliad Télécom (fixed telephony providers) and IFW (Wimax). The Iliad Group is listed on Euronext Paris under the ticker ILLD.