



VIVENDI ENTERTAINMENT ENTERS INTO PARTNERSHIP WITH NATIONAL GEOGRAPHIC

Partnership will expand the award-winning brand's reach

Universal City, CA, December 14, 2009 - Vivendi Entertainment (VE) has acquired the North American home video and digital electronic sell-through rights for National Geographic's branded documentary television product. Under the exclusive multi-year deal, Vivendi Entertainment will distribute new releases and the award-winning catalog in the U.S. and Canada.

For over 120 years, National Geographic has been bringing adventure, exploration, culture and natural history to life through passionate storytelling and stunning visual imagery. Home entertainment releases will include productions for the National Geographic Channel, PBS, and other broadcast outlets, offering a wide breadth of programming to immerse audiences in the world's stories.

Upcoming releases slated for February 2010 include *Climbing Redwood Giants*, *Bizarre Dinosaurs*, *Secrets of Shangri-La: Quest for Sacred Caves* and *Drain the Ocean*. Other much anticipated releases include *Collapse*, a two-hour special based on Pulitzer Prize-winning author Jared Diamond's best seller; and *Great Migrations*, a four-hour unprecedented look at spectacular animal migrations around the planet.

Vivendi Entertainment Executive Vice president Yolanda Macias stated, "We are excited to welcome National Geographic into our family of home entertainment brands. We are proud to bring these award-winning documentaries to their fans across physical and digital platforms. Their high quality content will continue to excite retailers and inspire enthusiasm among consumers."

Patricia Najda, vice president of National Geographic Domestic Home Entertainment, stated, "We are delighted to partner with Vivendi Entertainment to expand National Geographic's presence in the home entertainment market. Vivendi's proven distribution expertise will help us further our mission to share National Geographic's award-winning content with audiences across multiple home entertainment platforms."

About Vivendi Entertainment

Vivendi Entertainment is a full service independent film, television, DVD and digital distribution company operating in the United States and Canada. Representing a vast range of genres including action, comedy, thriller, urban, family, fitness and stand-up comedies, Vivendi Entertainment has become a favorite distribution partner for independent content providers. The company has built an extensive catalog of over 3,000

titles, and its customer-centric business model was founded on the principles of collaboration and financial transparency. The company provides sales, marketing, and distribution services to many of the home entertainment industry's most prestigious brands including: The Weinstein Company, World Wrestling Entertainment, Classic Media, RHI, Shout! Factory, Salient, and Code Black. The company currently has *New York, I Love You* in theatrical release and will be releasing *Letters to God*, a faith-based family film, on April 9, 2010. Vivendi Entertainment is a division of Universal Music Group Distribution, the award-winning sales, marketing and distribution arm of Universal Music Group, the world's leading music company.

About National Geographic Entertainment

National Geographic Entertainment (NGE) was established in 2007, combining into a single operating group National Geographic's Cinema Ventures, Feature Films, Kids Entertainment, Home Entertainment and Music & Radio business units. NGE is part of the newly established National Geographic Global Media (NGGM), also formed in 2007, bringing together all of National Geographic's editorial platforms in order to streamline collaboration and further support the Society's mission. Founded in 1888 to "increase and diffuse geographic knowledge," National Geographic works to inspire people to care about the planet. It reaches more than 370 million people worldwide each month through magazines, books, digital media, television, radio, music, film and live events. It funds more than 250 scientific research, exploration and conservation projects each year and supports an education program promoting geography literacy. For more information, visit www.nationalgeographic.com.

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