



## ***Press Release***

### **Renewal of EBU agency agreement**

Pratteln, August 6, 2013

The European Broadcasting Union (EBU) und Highlight Event AG (a company of the Highlight Group) have prematurely extended their successful partnership with regard to the Eurovision Song Contest (ESC) until 2018.

As for the past 10 years, Highlight Event AG will continue to act as EBU's exclusive marketing partner for the exploitation of the ESC sponsorship, televoting, merchandising and outside-European TV rights in the future. The mandate includes the conceptual development and sales of the ESC marketing program as well as its implementation and delivery.

The ESC, which took place for the first time in 1956, has a long-standing tradition. It is one of the very few pan-European TV events in the entertainment sector.

### ***European Broadcasting Union (EBU) / EUROVISION***

EBU/EUROVISION is the world's foremost alliance of public service media organizations, with members in 56 countries and is – besides many other projects – the organizer of the Eurovision Song Contest (ESC). The ESC is transmitted live in more than 40 countries and the annual broadcasts of the events consistently generate high audience rates with over 100 million viewers in total.

### ***Highlight Event AG***

Highlight Event AG is a wholly-owned subsidiary of Highlight Event & Entertainment AG, in which Highlight Communications AG holds at 68.63% stake. Highlight Event is an agency based in Lucerne, Switzerland, specializing in the marketing of international music, culture and entertainment projects. It is responsible for the worldwide exploitation and delivery of marketing rights for the Vienna Philharmonic Orchestra as well as, on behalf of EBU, the Eurovision Song Contest and Eurovision Young Musicians events.

### ***For more information:***

HIGHLIGHT COMMUNICATIONS AG  
Investor Relations  
Netzibodenstrasse 23b  
4133 Pratteln BL / Switzerland  
Phone: 0041 61 816 96 91  
E-mail: [ir@hlcom.ch](mailto:ir@hlcom.ch)