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The Management Board of BRAINPOOL TV AG has resolved to utilise the authorisation provided by the Annual General Meeting of June 29, 2001, which enables the buy back of up to 10% of company shares. The buy back will commence on July 26, 2001, via the Stock Exchanges. The Annual General Meeting has determined that the purchase price may neither exceed nor fall below the market price by more than 10 per cent. The market price is defined as the median of closing prices of the Xetra trading system during the last five days prior to purchase. The authorisation expires December 28, 2002. With the share buy back at the current low price level, the Management Board is providing itself with the opportunity to undertake complete or partial acquisitions, cross shareholdings or further options of strategic company development. The Management Board is currently examining this options.

The Management Board
Cologne, July 26, 2001

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