

ClassLife

Il primo canale televisivo
dedicato al piacere di vivere

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**The first television channel
dedicated to life's pleasures**



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**Class Life,
the first television channel dedicated to life's pleasures,
will be broadcast every weekend from the 24th September.**

Class life will be transmitted on the Sky satellite platform on n° 505, on the broadband Internet portal Rosso Alice (www.rossoalice.it) and on digital terrestrial television Class News.

Class Life is born, the first television channel dedicated to life's pleasures.

This product of **Class Editori's** television editorials synergised with the head of life style groups such as *Class, Case & Country, Gentleman* and *Luna* will go on air on Saturdays and Sundays (starting from the 24th September). It offers programming dedicated to the best of style, luxury, and elegance, presenting previews of the latest in Fashion and Trends; Design; Technology and Motors; Boating, and also in Travel and Art; Cinema and Flavours; Oenology and Health.

Class Life is unique in its target and content; it is the first personal guide to better living, transmitting the most important information and curiosities useful for those who wish to invest some free time in improving their quality of life. This is all integrated with the already rich content of Class Editori: *Class CNBC*, the first financial television channel in Italian and *Class News*, the first all-news channel for digital terrestrial television.

Class life, aimed at the high and exclusive target of the newspapers and of the Class Editori services, is viewable on Sky satellite platform on n° 505, on the broad band Internet portal of Telecom Italia Rosso Alice (www.rossoalice.it) and on digital terrestrial television Class News.



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Each month the weekly television schedule will be enriched with special features on Italian and International events of particular appeal: fashion week and cinema week; design week and motor week; events of major interest in the world of technology and food, of watches and jewellery.

Amongst other topics, *Class life* makes its debut with a programme on Italian high fashion, featuring advice from the leaders in Italian elegance and style: Ferdinando Caraceni explains the secrets of a man's hand tailored jacket; Zegna advises on this autumn's styles whilst Alberta Ferretti tells of how Hollywood's divas are dressed.

For golf lovers there is also an interesting trip to Portugal in search of the most beautiful Oceanside greens, and for car lovers there is the presentation of the new Porsche Cayman and the Guzzi Griso 1100.

Class Life's programming from the 24th of September is further enriched by technology news, with a preview of the LCD super screens by Ifa of Berlin, a look into all the secrets of the new Apple phone – Motorola iTunes and topics on avant-garde Italian design with the new Boffi and Snaidero kitchens.



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The 10 pluses of Class Life

Unique: it is the first channel entirely dedicated to life's pleasures.

Innovative: it deals in life style with a journalistic approach.

Exclusive: a made to measure product for the enjoyment of the managerial class.

Useful: in planning free time and for improved living during the working week.

Elegant: with advice from leaders in world fashion, theatre and economy.

Appealing: rhythmic, glossy and spectacular.

Fast: thanks to the timeliness of television, trends are foreseen and gathered before appearing in other media.

Current: thought of as a true all-news channel and carried out by professionals.

Flexible: guided by events, and always with the latest news.

Global: thanks to the resources of the international NBC Universal network, every week Class Life covers the capitals of world style, from Paris to New York and from Hong Kong to London.