

citrusTV Celebrates 11 Year Anniversary

The Middle East's Home Shopping Channel Now Airs on ZeeTV and Al Aan TV

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Celebrates Its 11th Anniversary and Adds New Broadcasts on Al AanTV and Zee TV

- Daily Weekday Shopping Shows on Indian Networks Zee TV

- Daily Shopping Shows on Arabic Network Al Aan TV

Dubai, April 2016 – citrusTV, the Middle East's dedicated home shopping network, celebrates its anniversary on April the 13th. citrusTV hit our screens on the 13th April 11 years go with its English and Arabic websites following soon after, bringing home shopping to the region for the first time and offering a convenient and fun way to shop. To celebrates its anniversary, citrusTV is offering a number of special offers and discounts to customers throughout the coming weeks.



citrusTV 11 year anniversary

The 11- year anniversary comes alongside an announcement of expanding broadcasting to shows on Al AanTV, where citrusTV will be running a daily show at 16.00 KSA time. citrusTV has also added two Indian window channels on Zee TV and &TV, weekdays at 15.00 and 17.00 UAE time.

Michael Truschler, Managing Partner at citrusTV said: "We are delighted to announce this partnership with Al Aan and Zee TV channels to reach a wider audience. The region is constantly evolving and becoming more sophisticated when it comes to TV shopping and online shopping. We are proud to say that after 11 years' as the region's leading home shopping channel, we are firmly established in the psyche of the Middle Eastern consumers and we are seeing a growing number of new customers day by day, on TV, online and on our App."

Tune into citrusTV or log onto www.citrusstv.com to find your favourite products or call 800 95 95 or shop via the citrusTV smartphone app.

www.citrusstv.com

About citrusTV: citrusTV is one of the leading multi-channel home shopping retailers in MENA. Based in Dubai, the company sells its products on its own dedicated TV channel and its e-commerce and mobile app platforms to 17 markets, covering the GCC, Levant and North Africa. At citrusTV, our goal is to provide each customer with an enjoyable home shopping experience by offering a variety of quality products in the categories of beauty, fashion, kitchen & home, accessories and jewellery all handpicked by our experts and delivered with a superior service that matches our customer's expectations. In addition to running home shopping segments on MBC4, Al Aan and Zee TV citrusTV can be viewed 24 hours a day on: Nilesat: Freq. 11938 Vertical, symbol Rate 27500 FEC ¾; Arabsat: Freq. 12207 Vertical, Symbol rate 27500 Fec ¾; OSN Platform Channel 270; E-life

on channel 408 (UAE Only); Du on Channel 430 (UAE Only); Saudi STC invasion Box on channel 30 (KSA Only).

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