



## Press release

### Telecom Italia S.A.S. and the TF1 Group sign a partnership agreement

**Paris/Boulogne, 20 June 2007** – Telecom Italia S.A.S. and the TF1 Group announce today the signing of a partnership agreement in content provision and marketing of advertising space on the [www.aliceadsl.fr](http://www.aliceadsl.fr) consumer portal site.

The agreement will come into force on 1 July 2007. From 3 July, several TF1 Group websites will be featured on the Alice portal site:

- LCI.fr, the No. 3 French news website
- Eurosport.fr, the second-ranked French sports website
- TFOU.fr, the leading children's website
- Plurielles.fr, the TF1 Group's site targeting women
- as well as the websites of several TF1 programmes

TF1 Publicité will sell advertising space on the Alice consumer portal site ([www.aliceadsl.fr](http://www.aliceadsl.fr)), which already draws nearly 5 million unique visitors\*.

The TF1 Group will also be involved in organising operations on the Alice portal site for the exclusive benefit of Alice subscribers (invitations to programmes and previews, contests, etc.).

"This agreement allows the TF1 Group to boost the exposure of its content on the web," said Arnaud Bosom, Chairman of e-TF1.

"Alice constantly strives to offer the best content and services to its subscribers," said Carlos Lambarri, Chairman of Telecom Italia S.A.S.

\* Source: Home/work panel, France – Médiamétrie/Netratings – January 2007.

#### **About Alice**

Alice is a Telecom Italia brand. It offers internet access, VoIP services and IPTV. Telecom Italia S.A.S. is a telecommunications operator. Its services span telephony, broadband internet and high-value-added solutions aimed at consumers and businesses. The group pioneered unbundling, released in late 2003.

Telecom Italia S.A.S. is controlled by Telecom Italia S.p.A., a leading international operator. Telecom Italia S.p.A.'s businesses cover strategic sectors such as fixed and mobile telecommunications, internet, data services and broadband. Innovation is a constant focus for the group. At 31 March 2007, Telecom Italia S.A.S. had more than 1 million customers, including 810,000 broadband customers.

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