



Press release

Boulogne, 6 February 2009

TF1 Publicité unveils new offer for content publishers with marketing of ad space on Bouygues Telecom mobile Internet portal from 5 February 2009

This groundbreaking partnership introduces innovative, high-impact solutions that combine the power of the Bouygues Telecom portal with the fine-grained theme affinity of TF1 Publicité content publishing sites.

The Bouygues Telecom mobile portal counts 2.5 million unique visitors per month and 15 million pages with advertising. The portal is now being enriched with the addition of ad space provided by TF1 Publicité. This prime, highly efficient space is sold incrementally or in packs. Ads are displayed on the initial Home Page screen and at the top of the section themes. Thanks to solutions from SBW — TF1 Publicité's mobile ad serving provider — brands can tap exciting new opportunities to advertise on mobile phones.

TF1 Publicité has been marketing Gallery and i-promos ad space since May 2007. Bouygues Telecom is deepening its partnership with TF1 Publicité, which becomes its exclusive partner for the sale of banner advertising.

TF1 Publicité and Bouygues Telecom are combining their strengths to energize growth in the mobile advertising market. This forward-looking collaboration feeds the entire portal and i-mode™ publisher ecosystem, anchoring mobile phones as a key component in cross-media advertising strategies.

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