



Press release

Boulogne, January 20th, 2010

TF1 and Endemol France announce the signature of a global partnership agreement lasting until June 30, 2012

TF1 and Endemol France announce that they have renewed their partnership agreement, covering not only non-scripted programmes (game-shows, reality TV, entertainment and major events) but also documentaries and drama.

As under the previous agreement, France's no.1 TV channel is acquiring from Endemol France exclusive free-to-air and pay-to-view new media rights to the broadcast programmes, and so will also be able to exploit this content on the internet, mobiles, and emerging digital supports such as IPTV and its own "MyTF1" portal.

This new agreement secures TF1's access to the world's leading catalogue of formats, with the possibility of broadcasting two reality TV shows a year. The terms of the agreement give TF1 greater flexibility across all slots: prime time, access prime time, late evening and daytime.

"This balanced agreement secures TF1's access to the world's leading catalogue of formats across all broadcast and distribution channels", commented Nonce Paolini, group TF1 Chairman and CEO, adding "the agreement, in tune with the new economic landscape, conciliates flexibility and cost savings."

Virginie Calmels, Chairman and CEO of Endemol France, said that she was *"delighted with this renewed vote of confidence"*, and that the agreement *"reflects our commitment to TF1 and to our long-established and successful partnership"*.

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TF1 est une société cotée sur Euronext Paris – Eurolist Compartiment A – code ISIN : FR0000054900

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