



Boulogne-Billancourt, 12 november 2012

## FDJ® launches a new version of the limited-run Mille Bornes® game in partnership with TF1 Entreprises

FDJ® is renewing its partnership with Dujardin, a subsidiary of TF1 Entreprises and owner of the Mille Bornes® brand.

Following the success of the first limited-run Mille Bornes® scratch card game, with nearly 30 million units sold in a 12-month period starting from March 2011, FDJ® (La Française des Jeux) is launching a second edition of the game on 12 November 2012. Some 19.5 million cards, costing €5 with gains of up to €100,000, will be sold over roughly six months at FDJ® points of sale.



Like the initial limited-run game, the new offer features the original illustrations of the Mille Bornes® board game. It has a resolutely "vintage" look that is currently a strong consumer trend, appealing to the nostalgic feelings and memories of the public.

Apart from its fresh, 1970s influenced design, the other new aspect of the game is the large, horizontal card format.

A web version of the Mille Bornes® scratch card is available at [FDJ.fr](http://FDJ.fr).

Commenting, Patrick Buffard, Deputy CEO of FDJ®, said: "The success of the first edition of Mille Bornes®, like that of Mots Croisés, confirms the public appeal of cards inspired by the most popular board games. This is why a second run of Mille Bornes® scratch cards is heading back out to FDJ® points of sale."

Olivier Jacobs, CEO of TF1 Entreprises, added: "We are delighted to be renewing our collaborative effort with FDJ® and very proud of the new scratch card, which will appeal to Mille Bornes® fans. The success of the first card confirms the appeal and vitality of the Mille Bornes® brand, which now extends beyond the realm of board games both with physical and digital products."

In March 2012 FDJ® grouped all its scratch card games under the illiko® brand to lend the range new momentum with the general public. The range consists of nearly 20 games, including long-standing products such as Astro and Bingo as well as limited-run games ("Ligue 1 Objectif 50 000 €" launched in August 2011 and "Avec l'équipe de France olympique à Londres en 2012" launched in May 2012) and theme-based products (Poils à Gratter, Jules César).

Some 23 million French people play scratch card games, with sales in 2011 reaching 1.9 billion cards and €1 billion, accounting for 44% of total FDJ® sales. The range made an average 470 million pay-outs of between €1 and €1 million, for a total of €3.5 billion. The range is also available at [FDJ.fr](http://FDJ.fr), where most of the games sold at points of sale are on offer, along with web-exclusive interactive games. The site has over 900,000 signed-up players and reports three to four million unique visitors a month.



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### About TF1 Games-Dujardin :

TF1 Games is a TF1 Entreprises subsidiary set up in 2001 specialised in board games based on television programmes. TF1 Games has stepped up its development since 2007 with the acquisition of Dujardin, owner of the Mille Bornes game, followed by that of Etablissement Michel, owner of the Le Cochon qui rit game. France's number-one games publisher, TF1 Games-Dujardin has a comprehensive catalogue of brands and game concepts that can be rolled out across a broad range of media.

About de TF1 Licences :

TF1 Licences, an entity of TF1 Entreprises, has been a key player in the license market for over 20 years. Dedicated to developing and enhancing brand value, it markets some 40 powerful brands in the world of entertainment, including Barbapapa, MasterChef, The Voice La Plus Belle Voix, Ushuaïa, All Blacks, Hello Kitty and Babar.

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La Française des Jeux is the world's number-three lottery with stakes of €11.4 billion in 2011. It brings its 31 million customers a range of general-public, entertaining, responsible and secure lottery games and sports betting. With its subsidiaries (including Lotsys and LVS), it has a workforce of nearly 1,500, a local network of 35,000 points of sale and a multimedia platform attracting 900,000 players. It is present in online poker through its subsidiary [barrierepoker.fr](http://barrierepoker.fr), a joint venture created with Groupe Lucien Barrière.

In 2011 La Française des Jeux paid out 95% of its stakes, of which 64% to players and 26% to local government - nearly 2% of the total to sport-for-all and community-minded initiatives - and 5% to retailers.

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