

TF1 PRESS RELEASE

Nonce Paolini appointed Chairman of TF1 Publicité

On conclusion of the Annual General Meeting of TF1 Publicité, which took place on Wednesday, 3 September 2008, Nonce Paolini, Chairman and CEO of the TF1 Group, was appointed Chairman of TF1 Publicité in place of Claude Cohen.

Nonce Paolini and the Group's staff warmly thank Claude Cohen for her exceptional contribution to the success of TF1. In 20 years, she has turned TF1 Publicité into one of Europe's leading TV advertising companies, creating remarkably high-quality relationships with its customers.

Claude Cohen keeps her seat on the TF1 Board. She remains Chairman of SNPTV and will act as an adviser to the TF1 Group.

Martine Hollinger was made Chief Executive Officer of TF1 Publicité last July and Benoît Louvet was appointed Deputy CEO with responsibility for support functions.