

Boulogne-Billancourt, June 8th 2010

EVENT: EurosportBET selected by ARJEL



Following the publication of the list of licenses granted by the Authority for the Regulation of Online Gaming, ARJEL, EurosportBET is pleased to have obtained two licenses to operate online sports and poker betting in the French market.

EurosportBET is launching its <http://www.eurosportbet.fr/> website today, bringing the French population the possibility to bet on a range of sports. Poker bets are expected to open in several weeks, once the regulatory texts have been published.

Olivier Ou Ramdane, Chief Executive Officer of EurosportBET, commented: "The entire EurosportBET team is delighted by ARJEL's decision, which rewards considerable efforts. Strengthened by our experience in the UK market, we factored in all the special characteristics of the French public so as to meet all its needs. EurosportBET.fr is an ambitious and innovative site, notably bringing the public the chance to place bets starting at €0.10 and boasting three functionalities: express bets, a fully-secure live betting multiplex, and intuitive horizontal browsing. French people will be able to bet on line in complete security on EurosportBET.fr in a friendly and fun environment, enhancing the pleasure of following a sports event live."

Régis Ravanas, Chairman of EurosportBET, added: "EurosportBET features all the values of the TF1 group, particularly those in sports, major live events and entertainment. Launching our French site on the eve of the 2010 FIFA World Cup is an outstanding event to be shared with all sports enthusiasts."

EurosportBET.fr press kit:

<http://www.tf1pro.com/tf1pro-free/eurosport-bet/introduction/0,,5859983-VU5WX0IEIDUxNA==,00-introduction-1-.html>

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