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TF1 PRESS RELEASE

TF1 and Dogan TV, Turkish TV operator, signed an agreement for the creation of a joint venture in home shopping business in Turkey. This company, with a 50,000 – YTL share capital (i.e. around 25,000 EUR), is held at 50/50 by Dogan TV and Teleshopping, subsidiary of TF1. From January 1st, 2007, it will produce home shopping shows, develop a direct marketing service and e-business on this dynamic market.

Thus, Teleshopping takes an opportunity of development abroad, in a very attractive and dynamic market.

Dogan: Turkey's leading media conglomerate Dogan Yayin Holding (DYH) had reached \$1,3 bn of consolidated revenue by the end of 2005 and owns 8 newspapers, 8 TV Channels and 3 Radios.

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