



Neuilly-sur-Seine, April 30th, 2008

M6 acquires 100% of Cyréalís

M6 Group, through its subsidiary M6 Web, acquired 100% of Cyréalís, that runs websites like Clubic.com, Jeuxvideo.fr, Neteco.com and Achetezfacile.com.

Thanks to this acquisition, M6 confirms its willingness to develop a first rank Internet platform, and becomes one of the 15 most visited websites in France, with a cumulative monthly audience of 8.9 million unique visitors¹.

Integrating Cyréalís' teams Internet know how will enable M6 to keep on developing websites related to its channels and programmes (m6.fr, m6Replay.fr...) on the one hand, and to strengthen its thematic websites offer on the other hand, thus consolidating the two main pillars of the Group's Internet offer.

In order to implement this strategy, both Cyréalís founders Jerry Nieuviarts and Nicolas Rosset-Lanchet will join M6 Web's Executive committee. This acquisition will also allow both groups to implement numerous synergies, through the development of common tools and resources. Cyréalís office in Lyon will be maintained.

Moreover, this operation will enable M6 Publicité to increase its coverage in terms of targets and power. M6 Publicité will thus add Cyréalís' websites to its portfolio of websites managed and be able to offer more precisely targeted services to the advertisers.

From now on, almost 1 web user out of 3 gets information, entertainment or is able to communicate from websites managed by M6 Publicité.

Last but not least, this acquisition will help M6 Web to diversify its online sources of revenues thanks to the price comparison search engine Achetezfacile, whose affiliation revenues will complete the ad revenues.

Nicolas de Tavernost, M6 Group Chairman of the Management Board has stated:

« Thanks to Cyréalís acquisition, M6 will keep on targeting a profitable growth and reinforcing its Internet offer in order to become one of the Web's major actors, with a strong and diversified contents and services offer. The Group is pleased to welcome the two founders, whose experience and success will be an asset to M6 Web ».

Jerry Nieuviarts, Chairman of Cyréalís has declared :

« We have transformed Cyréalís in one of the main Internet independent actors in France and are proud to join M6 Group, one of the main media actors that has implemented a true diversification strategy and whose experience and complementary know how in contents will allow us to increase the monetisation of our audience and brand portfolio ».



About Cyréalís

Cyréalís was founded in Lyon by Jerry Nieuviarts and Nicolas Rosset-Lanchet with the creation of Clubic.com website, high tech information magazine and download site. As of 2001, the Group has developed its own price comparison tool, Achetezfacile.com, which made Cyréalís the only Internet player with its own integrated price comparison device, and then, an experience of Internet audience monetisation. Later on, Cyréalís increased its thematic websites offer, in gaming with Jeuxvideo.fr and in e business information with Neteco. By doing that, Cyréalís managed to create a stable business model, sustained by advertising revenues thanks to its editorial websites and their CPT (cost per thousand) revenues on the one hand, and by CPC revenues (cost per clic) thanks to its price comparison website. Cyréalís accounts today for 5,3 million unique visitors per month¹, mainly 15-35 year old men and over. It has been profitable since its creation in 1997, and in 2007 the company posted revenues of 6.9 M€ and 3.0 M€ operating profit.

About M6Web

M6 Web is M6 Group's subsidiary in charge of new technologies developments. Besides its activities in mobile – particularly the M6 Mobile by Orange offer that displays 1.1 million subscribers – and games, M6 Web also developed a strong Internet websites offer, that now reaches 5.8 million unique visitors¹. These websites are organised around programmes and channels, and allow to build on the Group's channels success and to increase the volume of contents in connection with TV programmes, thematic websites with rich and loyalty driving contents, and community websites among which a video sharing service. The interactivity activities account for 73.8 M€ in revenues in 2007 and 19.8 M€ in EBITA.

¹ Source audiences : Nielsen Netratings, March 2008

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