



M6 Group has entered exclusive negotiations in order to acquire 100% of Cyrealis

Cyréal is mainly runs three editorial websites on high tech (clubic.com), video games (jeuxvideo.fr) and e business (neteco.com) set of themes, completed by a price comparison website (achetezfacile.com). In January 2008, Cyrealis gathered 5.5 millions unique visitors, predominantly men between 15 and 35 year old and over¹.

M6 Group's websites reach a 5.7 millions unique visitors monthly audience¹. M6's Internet offer combines three different kinds of interests: specialised websites linked to the Group's TV channels, e commerce websites, including Mistergooddeal acquired in 2005, and community websites.

This operation between Cyrealis and M6 Web would significantly enlarge M6 Group's contents and web services offer. By integrating the Internet know how of Cyrealis's teams, M6 Group would manage to boost its editorial websites and become a major media player on the Internet.

The acquisition of Cyrealis would lead M6 Group to enter the group of the 15 most consulted websites in France.

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¹ Source : Nielsen Netratings, January 2008

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