



PRESS RELEASE

THE FIRST CHOICE FOR EUROPA LEAGUE MATCHES IN EXCLUSIVITY ON M6 UNTIL 2012

M6 Group announces the acquisition of Europa League rights, the new competition format of UEFA, starting from season 2009-2010, for the next 3 coming years.

This agreement gives to M6 Group the first choice on every competition day, from qualifying matches to the final that will be broadcast on M6.

Furthermore, M6 Group has acquired the rights for a magazine on every day of competition of the Europa League.

The matches will be fully produced in High Definition.

This major sport competition, that will run this year from September 17th, 2009 to May 12th 2010, will enable M6 to consolidate its multi-channel and multi-media strategy, as the matches will be available either on M6 or W9, but also on M6 website *m6.fr* as well as on mobile, through operators that carry on M6 Group channels.

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