



OL GROUPE

Record audience for the Olympique Lyonnais - FC Barcelona match

Lyon, 28 November 2007.

Olympique Lyonnais continues to show how attractive and popular it is with the general public, on both national and international levels. Yesterday's Champions League return match between Olympique Lyonnais and FC Barcelona set a new audience record this season for FT1:

- 7,538,440 spectators watched the game on TF1, with a peak of 8.7 million during the last ten minutes. This was the largest audience of this year's Champions League on TF1 (market share: 28.7%).
OL now occupies the top two spots in the TF1 audience ranking, having registered 6.9 million spectators during the first match against Barcelona. Olympique de Marseille occupies 3rd place (Liverpool - Marseille, 3 October 2007) with 6.8 million spectators.
- Nearly 90 television stations worldwide broadcast the match, including stations in the Middle East, Asia, Africa and South America. Twenty-one of them were present yesterday at Gerland, where 300 journalists followed the event.

If Olympique Lyonnais wins in Glasgow against the Rangers on 12 December, it will qualify once again for the first knockout round (last 16) of the Champions League competition.

Any other result in this last match of the group phase of the Champions League would qualify the club for the first knockout round (last 32) of the UEFA Cup.

"We can only be satisfied with last night's results at Gerland," said Jean-Michel Aulas, Chairman and CEO of OL Groupe. "Our Group's momentum in partnerships, in the development of new services such as the interactive OL on demand, ... and our performance on the pitch make us more confident of our ability to achieve the objectives we have set for the current financial year."



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About OL Groupe

Organised around Olympique Lyonnais, the football club founded in 1950 and headed by Jean-Michel Aulas since 1987, OL Groupe has been a leader in media and sport-related entertainment in France since its creation in 1999.

The Group's business model combines growth, a recurrent revenue stream and durability. It is articulated around five sources of revenue:

- Ticketing
- Media rights
- Partnerships and advertising
- Other businesses (derivative products, OL Images, etc.)
- Player trading

Revenue in the 2006/07 financial year totalled €214.1 million, a rise of 29% over the previous year, and net profit was €18.5 million (vs. €15.9 million in 2005/06). The Group has 262 employees.

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