



OL GROUPE

PLAYER TRANSFER

and STRENGTHENED INTERNATIONAL BRAND IMAGE

Lyon, 10 January 2008

Transfer of Nadir Belhadj

The player transfer window is now open. In this context, Olympique Lyonnais has transferred the Algerian international Nadir Belhadj, who played left-back for OL, to RC Lens, with effect from 1 January 2008. The amount of the transfer is €3.6 million under French accounting standards and €3.4 million under IFRS.

Separately, Olympique Lyonnais has agreed to lend Fabio Santos for six months to Sao Paulo FC, as the Brazilian player wishes to return to his home country temporarily for personal reasons.

Olympique Lyonnais' brand image abroad

Two events will confirm the Club's international brand image:

- Between 13 and 21 January 2008, OL Groupe will host an official Chinese delegation composed of 45 individuals, including 28 players. This visit will be part of the Chinese team's training for the August 2008 Olympic Games. The delegation will be accompanied by 20 journalists covering the event. Prior to their visit, during a stop in Munich, the Chinese team will play a friendly against FC Bayern Munich.
- The city of Dubai and the Greater Lyon community have approved the project to create Lyon-Dubai City. In this context, a French-language university will be opened in the United Arab Emirates, in partnership with the University of Lyon II, and a new property complex called Lyon-Dubai City will be created, based on the culture and urban character of the city of Lyon. Olympique Lyonnais will participate in this project, opening a football academy and a boutique in the heart of the new city. The opening of the academy will serve as international recognition of OL Groupe's ability to train talented players.



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The new stadium project is moving forwards

The results of an IPSOS survey performed on behalf of the Group were released today. They showed that a very high proportion of those surveyed (76%) approve of the new "OL Land" stadium project. The survey also confirmed that Olympique Lyonnais enjoys very high brand recognition (95%) and that it has been able to raise awareness about Lyon and the surrounding area, both domestically and internationally. Specifically, 92% and 74% of those interviewed felt that OL contributes to the French and international public's awareness, respectively, of Lyon and the region in which it is located. The survey also showed that 73% of those interviewed and 91% of those living near the selected site (Décines, Chassieu, Meyzieu) said they had already heard of OL Land or the new stadium project. Lastly, requests for information focused on the economic development the project will generate, the improvements to be made, the transport infrastructure, environmental protection, security and other topics.

"A construction permit should be filed in June 2008," said Jean-Michel Aulas, Chairman of OL Groupe. He also emphasised the innovative character of the project, pointing out that it *"includes new solutions in terms of energy recovery, security and the materials used ... and will be unrivalled in France and maybe even in Europe."*

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