



STRONG MEDIA GROWTH OF THE OL BRAND

Lyon, 26 February 2009

The audience of 8.1 million viewers recorded by TF1 for the broadcast of the OL/Barcelona first-leg match of the first knock-out round in the Champions League has confirmed the ever-growing media impact of Olympique Lyonnais.

The OL/Barcelona match achieved the largest viewing audience of the 2008/09 season on any channel for a match involving a French club.

This performance is even more noteworthy in that it is nearly 20% higher than the second-best audience: OM/Liverpool (6.9 million). It should also be noted that matches involving Olympique Lyonnais have attracted the best audiences of French clubs in each of the following competitions:

- Champions League: OL/Barcelona – 8.1 million (TF1)
- Ligue 1: OL/OM – 2.9 million (Canal +)
- French Cup: OL/OM – 4.9 million (France 2)

The strong media impact of Olympique Lyonnais is naturally accompanied by strong growth in the awareness and popularity of the club in Europe. According to the results of a study by Sport Markt, Olympique Lyonnais is now:

- the 13th most popular club in Europe with 9.4 million supporters just ahead of Olympique de Marseille,
- the 5th largest club in Europe in terms of brand-related revenue, also ahead of Olympique de Marseille.

ACCOR

The Accor Group, following a meeting of its Board and statements from its Chairman, has decided not to take up its option to extend its sponsorship relationship for a further two years, which would have tied it to the club until 30 June 2011.

OL Groupe has acknowledged this decision. This position, dictated by the current economic situation and coming despite the very positive results of this partnership (TV and press exposure valued at nearly €35 million per year), reinforces the direction taken by OL Groupe to do its utmost to diversify sponsoring partnerships.

During the presentation of the first-half financial statements on 19 February 2009, Jean-Michel Aulas underlined the strategic adaptation of the Group's policy: "For several months now we have been asking our sales team to seek to diversify partnerships and minimise the risks arising from the recession."

The diversification of partnerships got under way at the beginning of the season, notably with the advent of the GE Money Bank agreement, and should continue with the official announcement of other partnerships currently under discussion.

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