

OLYMPIQUE  
LYONNAIS



OL GROUPE

## Olympique Lyonnais joins Superleague Formula

**Lyon, 31 March 2009**

Olympique Lyonnais has decided to join Superleague Formula, a world championship of car racing, whose special feature is to pit identical single-seaters, each decked out in the colours of a world-class football team, against each other.

This initiative is right in line with Olympique Lyonnais' efforts to internationalise and develop the potential of the OL brand. Through the various rounds of the competition, OL will be on television screens throughout the world, next to other big names in football.

Olympique Lyonnais, the first and only French club to participate in this prestigious competition, will showcase its red, white and blue single-seater on 27 June 2009 during the first race of the 2009 season on the French Magny-Cours circuit.

From June to November, OL's 750-horsepower, V12-powered car will vie for the title against its usual Champions League adversaries such as Liverpool FC, Porto, PSV Eindhoven, Atlético de Madrid, BVB Borussia Dortmund and AC Milan, plus contestants from other continents such as Beijing Guoan (China), winner of Superleague Formula 2008, the Corinthians (Brazil) and Al Ain (United Arab Emirates).

For its 2008 inaugural season, Superleague Formula drew 100,000 spectators to the six rounds, which took place on the circuits of Donington Park (United Kingdom), Nürburgring (Germany), Zolder (Belgium), Estoril (Portugal), Vallelunga (Italy) and Jerez (Spain). **The six rounds were televised in 70 countries with an average TV audience per race of 6 million people.**

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**Stock market: Euronext Paris - Compartment C**

**Index: CAC Allshares**

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**Reuters: OLG.PA**

**Bloomberg: OLG FP**

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