

Paris, 14 May 2009

## **Vivendi launches the Vivendi Trophy with Severiano Ballesteros in partnership with the European Tour**

Vivendi has entered the world of golf in partnership with Canal+ Events, a Canal+ Group subsidiary, by creating the *Vivendi Trophy with Severiano Ballesteros*.

The *Vivendi Trophy with Severiano Ballesteros* will be a flagship tournament on the European Tour taking place on the prestigious Saint-Nom-la-Bretèche course, near Paris. This tournament, played between competing teams, will take place every two years, alternating with the *Ryder Cup*, and will pitch the best players in continental Europe against the elite of Britain and Ireland. The first *Vivendi Trophy with Severiano Ballesteros* will take place on September 24-27, 2009. All the famous names of European golf (including the captain of the next *Ryder Cup*, Colin Montgomerie) will take part in the *Vivendi Trophy with Severiano Ballesteros*.

Alternating with the *Vivendi Trophy with Severiano Ballesteros*, which will be held in 2009 and 2011, Vivendi will also be the partner of Canal+ Events in 2010 and 2012 for the *Vivendi Celebrity Trophy*, an official European Tour tournament.

*"Vivendi has decided to become the main partner for this golf trophy as golf is a passion that is shared by many people in France, the UK, Morocco and the USA. It is unique opportunity to bring together the institutional world, the financial community, individual shareholders, Vivendi's subsidiaries and their clients and partners to take part in a fascinating spectacle with top-class players",* emphasizes Simon Gillham, Executive Vice President of Communications and Sustainable Development at Vivendi.

*"The aim of the world leader in communications and entertainment is to put in place immediately a global strategy for the world of golf. This is a commitment that has led to the creation today of a major event that will provide an incomparable spectacle worthy of this leader in entertainment",* explains Jean-Louis Dutaret, Chairman of Canal+ Events.

Lionel Provost, Tournament Director, adds: *"the Vivendi Trophy with Severiano Ballesteros enters the history of great confrontations between teams, such as the Ryder Cup and the President's Cup, or, indeed, the Canada Cup which aroused such enthusiasm at Saint-Nom-la-Bretèche in 1964"*.

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## **PRACTICAL INFORMATION**

### **Dates**

VIVENDI TROPHY with Severiano Ballesteros

September 24-27

September 23, 2009 – Pro-Am SFR

Next tournament in 2011 to be held on September 23-25

### **Venue**

2009: the Saint-Nom-la-Bretèche golf course

### **Format**

Similar formula to the Ryder Cup with fourballs, foursomes, and singles, or four rounds from Thursday to Friday.

### **Tickets**

Free entry for SFR, Canal+ and Maroc Telecom subscribers

### **Partners**

Canal+

Broadcaster of the Vivendi Trophy with Severiano Ballesteros

### **The Vivendi Trophy team**

Organization

Canal+ Events

Tournament Director

Lionel Provost

Press Services

Vivendi Trophy with Severiano Ballesteros – the Olivia Payerne Agency

Vivendi – Solange Maulini and Agnès Vétillart