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Lagardère SCA (unrated) has appointed BARCLAYS CAPITAL, BNP PARIBAS CALYON Crédit Agricole CIB, NATIXIS and SOCIETE GENERALE CORPORATE & INVESTMENT BANKING to organise a European Roadshow with qualified investors during the week of September 21st in anticipation of a debut Eurobond transaction, subject to market conditions. Proceeds will be used for general corporate purposes.

Paris, September 15, 2009