



Paris, September 24, 2009

Successful launch of Lagardère's Bond Issue

Lagardère today launched and priced successfully a EUR 1 billion, 5-year (due in 2014) inaugural bond issue, with an annual coupon of 4.875%.

"The order book reached a total EUR 5.8 billion within 35 minutes, nearly 6 times oversubscribed. I am delighted with the success of our first public bond issue, which illustrates investors' confidence in the future of the Group's strategy and our financial discipline" Arnaud Lagardère said.

This bond issue will enable Lagardère SCA to diversify its funding sources and to lengthen the maturity of his debt profile. The proceeds of this bond issue will, in priority, be used to refinance the syndicated loan maturing in 2012.

Barclays Capital, BNP Paribas, CALYON CIB, Natixis and Société Générale CIB acted as bookrunner on this bond issue.

Lagardère is a pure media group (books, press, broadcast, digital, travel retail and press distribution, sports trading and sports rights), and is among the world leaders in the sector. Lagardère holds a 7.5% stake in EADS, over which it exercises joint control. Lagardère shares are listed on Euronext Paris.

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