

Press Release

**M6 Group and Mangas Gaming announce a strategic partnership in France for online gaming**

**Paris, April 8th, 2010** – Mangas Gaming, the leading French sports betting and online gambling group, operating BetClic and Everest, and M6 Group, announce the signature of a strategic partnership in France for online gaming (poker and sports betting). The partnership will be implemented once BetClic and Everest have obtained the requested licences.

This four-year agreement is built around the sponsorship of coming sports and poker programmes, the creation of innovative contents to be hosted by well-know M6 Group presenters, and the integration of BetClic and Everest online poker and betting services in M6 Group's websites offer.

Valéry Gerfaut, Managing Director of M6 WEB, said *“we have chosen to actively participate in the growth of the online gaming industry by joining our forces to the leading French sports betting and online gambling group and providing our know-how in contents creation and interactivity. It is the alliance of two groups sharing the same entrepreneurial dynamism, the same pursuit of excellence and the same dedication to ethical and responsible sports. With BetClic and Everest, which expertise is widely acknowledged, we will be able to propose innovative programmes to our viewers and both entertaining and enjoyable gaming offers to our websites users.”*

Nicolas Béraud, Chief Executive Officer of Mangas Gaming, said *“we are proud of this association with M6 Group, that became in a few years a well-established and leading player in the entertainment industry. M6 Group's teams are proving every day their ability to implement innovative partnerships and to diversify successfully by creating value in new businesses . We are delighted about the visibility M6 will provide to our brands and services on both its channels and websites, especially in the poker segment.”*

**About Mangas Gaming**

Operating the online sports betting BetClic, Expekt, Bet-at-home.com and Everest Gaming, Mangas Gaming Group is the leading French sports betting and online gaming group. Headed by Nicolas Béraud and equally held by Financière Lov and Société des Bains de Mer de Monaco (SBM), Mangas Gaming is present in more than 25 countries, has more than 6 million clients and a staff of over 850 persons.

**About M6 Group**

Established in 1987, M6 has built over the years a powerful multimedia group. M6 channel, the second general interest TV channel on under 50 y.o audience, well-known for its flagship programmes ( Zone Interdite, Capital, La Nouvelle Star...), is at the centre of a family of 9 digital channels, among which W9, a leading new DTT channel. Editor of content available across the most diverse range of media, the Group has expanded and diversified its business activities, notably through M6 Web and M6 Interactions subsidiaries, but also with innovative services and offers as M6 Replay catch-up TV (20 million videos viewed per month) and M6 mobile by Orange (more than 1.6 million customers).

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