

- For immediate release -



Klépierre enters a partnership with Clear Channel France to create the 1st European digital advertising network in shopping centers

Paris – June 22, 2011 – Klépierre announces that it signed an agreement with Clear Channel France incurring the implementation and operation of advertising media in 73 shopping centers throughout France.

Close to 900 screens of different sizes adapted to shopping centers will be set up: 65" totems, 50" 16:9 screens, wall screens... placed inside the malls. They will broadcast advertisements, information about the shopping center and entertainment, news and sports contents produced by one of the key French TV media groups.

On this occasion, Laurent Morel, Chairman of the Executive Board of Klépierre declared: *"We are very pleased about this partnership that not only creates the first French digital advertising network but also the main advertising digital network in shopping centers across Europe. Thanks to this co-operation with Clear Channel we provide advertisers with a qualitative communications medium directed to close to 500 million visitors a year. This agreement proves Klépierre's ability, through its dedicated subsidiary Galae, to value the space in shopping centers and their strong footfall to generate additional revenues while strengthening their appeal for retailers and patrons".*

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About

Klépierre

*A first rank player in retail real estate in Europe, Klépierre, a listed real estate company (SIIC), held assets valued at 15,1 billion euros at December 31, 2010. Its property portfolio comprises shopping **273 shopping centers in 13 countries of Continental Europe** (92.5%), retail properties via its listed subsidiary Klémurs (3.9%) and offices buildings in Paris (3.6%). Klépierre's first shareholder is BNP Paribas (50.9%). A long-term investor, Klépierre specializes in designing, managing and enhancing the value of its real estate assets via its subsidiaries **Ségécé** and **Steen & Strøm**, Scandinavia's number one owner and manager of shopping centers. The combination of these specialists within a single group has made the latter the partner of choice for cities and retailers seeking the lasting success of their commercial projects.*

Klépierre is listed on Euronext ParisTM and belongs to the SBF 80, CAC Large 60 and EPRA Eurozone indexes. Klépierre's presence in several ethical indexes - DJSI World and Europe, FTSE4Good, ASPI Eurozone, Ethibel Excellence, Ethibel Pioneer and Kempen/SNS European SRI Universe - demonstrates the Group's commitment to a voluntary sustainable development policy.

For more information go to: www.klepierre.com

Galae

A subsidiary of the Klépierre group created in 2001, Galae specializes in creating multimedia solutions devoted to strengthen the client relationship and increasing footfall in shopping centers: websites, smartphone applications, touch-sensitive interactive terminals... Galae also develops a specialty leasing activity aimed at providing advertisers with marketing events in shopping centers: non-media nationwide or local campaigns, promotional sampling, exhibitions, Christmas markets, retail mobile units rental, pop-up stores.