

PRESS RELEASE

Sarnoff joins Technicolor

Thomson Appoints Tim Sarnoff as President of its new Technicolor Digital Productions division

Paris (France) – March 18, 2009 – Thomson (Euronext Paris: 18453; NYSE: TMS) announced today the appointment of Tim Sarnoff as President of its *Technicolor Digital Productions* division. This new division, within the Technicolor Business Group, will focus on the company's expertise in animation, games and visual effects. Its mission will be to develop Technicolor's industry-renowned animation operations (in Bangalore), and VFX operations (in Beijing, as well as under the MPC brand in London, Los Angeles and Vancouver) - into centres of excellence and growth.

As part of Thomson's strategic refocus on its content creator customer base, the company has specifically identified business activities centred around the entertainment industry's needs to create, manage and deliver content. In today's content production environment, there is a continuing increase in demand for high quality digital content creation. The new *Technicolor Digital Productions* division will target this growth area and build on Thomson's well-established capabilities in animation, games, and visual effects.

Frederic Rose, CEO of Thomson, said: *"We are very pleased to welcome Tim Sarnoff to lead this newly created division dedicated to animation, games and visual effects. The objective is to build upon the strong foundations of our current capabilities to develop a comprehensive "best in class" offering. Tim's experience and personality will bring vision and leadership in this area."*

Prior to Technicolor, Tim Sarnoff was President of Sony Pictures Imageworks, an award winning visual effects and digital character animation company. In his twelve years of leadership at Imageworks, Sarnoff grew the company in size, marketshare and capability. His emphasis on character animation, combined with visual effects, led to the establishment of Sony Pictures Animation. Before Imageworks, Sarnoff was Senior Vice president of Warner Digital Studios after joining Warner Bros. Animation in 1989 to set up Steven Spielberg's animated series "Tiny Toon Adventures". At Warner Bros. Animation, Sarnoff managed the production of over 400 episodes for such series as "Animanics", "Batman", "Pinky and the Brain" and "Superman". Sarnoff began his career as Program Director of the NBC affiliate KMIR and then moved to the NBC network as a Production Unit Manager. Tim Sarnoff is a graduate of Stanford University.

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Certain statements in this press release, including any discussion of management expectations for future periods, constitute "forward-looking statements" within the meaning of the "safe harbor" of the U.S. Private Securities Litigation Reform Act of 1995. Such forward-looking statements are based on management's current expectations and beliefs and are subject to a number of factors and uncertainties that could cause actual results to differ materially from the future results expressed or implied by the forward-looking statements due to changes in global economic and business conditions, "media and entertainment" markets, and regulatory factors. More detailed information on the potential factors that could affect the financial results of Thomson is contained in Thomson's filings with the U.S. Securities and Exchange Commission.

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About Thomson:

Thomson (Euronext Paris: 18453; NYSE: TMS) is a worldwide leader of services to content creators.
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