



PRESS RELEASE

**Technicolor, 3D partner of CANAL+ Group
for 2010 FIFA World Cup**

Paris (France) – 21 June 2010 - Technicolor (Euronext Paris 18453; NYSE: TCH) announced that it is providing play-out services to the CANAL + Group for live 3D broadcast of 2010 FIFA World Cup matches, which began June 11 in South Africa.

Working at the Technicolor play-out facility in Saint-Cloud (France), Technicolor specialists are handling live 3D program reception and broadcast, as well as insertion of additional 3D content and commentary from CANAL + sports journalists. The broadcasts are carried on a dedicated CANAL+ 3D channel, launched June 8 by the CANAL+ Group. All the members of the expert Technicolor 3D team in St. Cloud have joined forces to meet this challenge and make the event a success.

This is the first time in France that 3D content has been broadcast live, with full play-out services, including insertion of dynamic graphics.

Frederic Rose, CEO of Technicolor, commented: *"We are pleased to provide 3D services for this event to CANAL+, a major, long-standing customer. We have been able to satisfy CANAL + needs thanks to the experience gained providing broadcast play-out for all the CANAL+ thematic channels and CANAL OVERSEAS, and our expertise in 3D solutions. After attending the "Technology Fair" at our headquarters last month, CANAL + teams were impressed by the potential for innovation highlighted in our 3D demos. That led to further discussions and the decision to handle this 3D broadcast project together."*

A leader in broadcast services, Technicolor manages both recorded and live programming, handling production, play-out, postproduction and media management for broadcasters through facilities worldwide. Technicolor also offers 3D services to content creation and distribution clients, including a 3D cinema solution, services for authoring and replicating Blu-ray 3D discs, automated 3D subtitling, and auto-stereoscopic content authoring for mobile devices. In addition, one of the company's advanced research programs is dedicated to 3D.

Technicolor is a company listed on NYSE Euronext Paris and NYSE stock exchanges, and this press release contains certain statements that 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 risks and uncertainties that could cause actual results to differ materially from the future results expressed, forecasted or implied by such forward-looking statements. For a more complete list and description of such risks and

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uncertainties, refer to Technicolor's filings with the U.S. Securities and Exchange Commission and its filings with the French Autorité des marchés financiers.

About Technicolor

With more than 95 years of experience in entertainment innovation, Technicolor serves an international base of entertainment, software, and gaming customers. The company is a leading provider of production, postproduction, and distribution services to content creators and distributors. Technicolor is one of the world's largest film processors; one of the largest independent manufacturers and distributors of DVDs (including Blu-ray Disc); and a leading global supplier of set-top boxes and gateways. The company also operates an Intellectual Property and Licensing business.

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