



EUROPACORP

PRESS RELEASE

EuropaCorp strengthens its international team Steve Rubin named VP International Marketing

Paris, April 21st 2009 – EuropaCorp (FR0010490920) announced today the creation of an International Marketing division in order to strengthen its offer to its distributors around the world.

In view of EuropaCorp's increasing activity in international markets, the Group will closely accompany its international distributors as they prepare to launch the company's films in their markets by designing marketing strategies and materials that can be adapted and deployed locally.

Steve Rubin joins the group as Vice President of International Marketing. Steve Rubin was most recently Director of International Development at Talent Group, a cinema media broker specializing in film distribution.

Previously, Steve Rubin was Managing Director of Warner Bros. in France and Managing Director of UGC-Fox Distribution (UFD).

This new division, completely dedicated to international distributors, is an integral part of EuropaCorp's strategy to accelerate its international development. The recent successes of *Transporter 3* and *Taken* around the world (respectively \$101 million and \$ 218 million in box office) confirm EuropaCorp's capacity to produce and distribute films with high potential in overseas markets.

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EuropaCorp is listed on Euronext Compartment C, by NYSE-Euronext.

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