



EUROPACORP

PRESS RELEASE

Record-breaking audience figures for *Arthur and the Minimoys* on TF1

Paris, 3 November 2009 – Three years after its cinema, and subsequent DVD, success (6.4 million admissions and 1.4 million DVDs sold in France), *Arthur and the Minimoys* is a huge hit with French television viewers. The film was broadcast at 8.45 pm on Sunday 1 November on TF1 and was watched by 8.15 million people, representing 30.6% audience share.

These figures make *Arthur and the Minimoys* the most-watched film across all French television channels for this quarter.

It has achieved an audience share of 41.4% for the category of women under 50 years old and 55.2% for children between the ages of 4 and 14 years old.

Arthur and the Minimoys is the first part of a trilogy written and directed by Luc Besson. The second part, *Arthur and the Revenge of Maltazard*, will be released in over 900 French cinemas on 2 December. The film will then be released worldwide in 70 territories. The third part of the trilogy, *Arthur and the War of the Two Worlds*, will be released in France and worldwide from 20 October 2010.

About EuropaCorp

EuropaCorp is one of the largest film studios in Europe. Founded in 1999, its original integrated financial model generates revenues from diversified sources. EuropaCorp varied activities include production, theater distribution, home entertainment, VOD, sales of TV rights for France as well as sales of international rights, partnerships and licenses, music production and publishing, books publishing and advertising production. With films from a wide range of genres and a strong presence in the international market, the Group has produced some of French latest worldwide record-breaking successes. EuropaCorp's catalogue is comprised of 500 films, and the company employs 120 permanent staff members.

For further information: www.europacorp-corporate.com

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