



EUROPACORP

PRESS RELEASE

Jean de Rivières joins EuropaCorp as Director of Cinema

Paris, 15 April 2010 – EuropaCorp is pleased to announce the appointment of Jean de Rivières as Director of Cinema who will be responsible for the Cinema Distribution (France) and Marketing Departments. Formerly General Manager at Walt Disney Studios Motion Pictures France, a film distribution subsidiary of the American film studio, Jean de Rivières brings 14 years experience in marketing and film distribution to the Group.

He was recruited in 1996 by Gaumont Buena Vista International as Marketing Director for Disney Films and in 2004 went on to become Vice President Marketing at Walt Disney Studio Motion Pictures France, where he was promoted CEO in 2008.

During his career Jean de Rivières has overseen the launch and distribution of almost 200 films including Pixar animated films (*Monsters Inc.*, *A Bug's Life*, *Wall-E*, *Up*), major Disney franchises (*Pirates of the Caribbean*) and films in a range of genres like *There Will be Blood*, *March of the Penguins*, *The Fox & the Child*, *Howl's Moving Castle*, *Enchanted*, etc.

With the appointment of Jean de Rivières and the support of the current teams, EuropaCorp hopes to improve its film launches and marketing campaigns and to keep ahead of new trends in a constantly evolving market.

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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