

Press release

Lagardère Sports: agreement to acquire UPSOLUT

13 November 2007 – LAGARDÈRE SPORTS announces the signing of an agreement to acquire the entire capital of UPSOLUT, a German company founded in 1995 and specialized in the organization of events and sports marketing.

UPSOLUT is located in Hamburg and currently employs over 40 people. It deals with a turnover of more than 10 million euros. Its main activities are cycling, triathlon, swimming, ice hockey and football.

The three major events of its portfolio are the Cycling German Tour, the « Vattenfall Cyclassics » (another cycling event of the UCI Pro Tour international timetable) and the Hamburg Cityman (a triathlon event).

The company runs many marketing contracts and in particular the merchandising of the FC St. Pauli (football) and the marketing and sponsoring of Hamburg Freezers (ice hockey team).

Olivier Guiguet, LAGARDÈRE SPORTS Chairman and Chief Executive Officer declared: «*UPSOLUT entitles the introduction of a LAGARDÈRE SPORTS events division and will benefit from numerous synergies with SPORTFIVE and IEC to expand its activity.* »

Completion of the acquisition is subject to approval from the German antitrust authorities.

About MCF Corporate Finance (MCF)

MCF is an independent international corporate finance advisory firm specializing in cross border and domestic M&A transactions in the German and Nordic markets. MCF's head office is in Hamburg and it has a branch office in Helsinki and a subsidiary in London. For further information please refer to www.mcfcorpfin.com.

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