



EUROPACORP

PRESS RELEASE

EuropaCorp changes its Upper Management

Paris, 7 July 2010 – Following a meeting held this very day, the EuropaCorp Board of Directors notes the departure of the company's CEO, Mr Jean-Julien Baronnet. Mr Jean-Julien Baronnet is standing down from his duties with the company's backing in order to reorientate his career. The Board wishes to thank Jean-Julien Baronnet for his work throughout his mandate.

During the same meeting, the EuropaCorp Board unanimously appointed Christophe Lambert as the company's new CEO.

After spending his entire career in the communication industry, where he was notably Head of BBDO (a subsidiary of Omnicom, the world's largest advertising group) and President of the Publicis France group, since the end of 2008 Christophe Lambert, 45, has been Deputy CEO of Frontline, the holding company of Luc Besson's group. It is within the framework of his duties at Frontline that Christophe Lambert steered the Cité du Cinema (Cinema City) operation, the latter due to open its doors in Saint-Denis, Paris, during the first half of 2012.

Christophe Lambert has the full confidence and backing of the main shareholder and the Board of Directors. He will notably be required to seize any growth opportunities that may arise in a fast-growing market. To successfully achieve his missions, Christophe Lambert, who will begin his new job immediately, will be able to rely on the know-how and expertise of the company and the prominent teams currently in place.

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