



NYSE Alternext welcomes Polygone Group as listings reach 150 milestone

Amsterdam, Brussels, Paris, 10 September 2010 – With today's dual listing of Polygone Group on NYSE Alternext in Brussels and Paris, NYSE Euronext is pleased to announce that listings on this market, tailor-made for SMEs, now total 150.

Founded in 2007, communications agency Polygone Group is a global digital business that draws on multimedia expertise to offer clients comprehensive solutions from innovative marketing to brand promotion. Polygone Group operates in Belgium and France, and employs a staff of 134.

Polygone Group (ticker symbol: ALPOL) was admitted to NYSE Alternext by the listing of the 2,416,155 existing shares making up its capital. This followed the private placement with qualified investors in Belgium and France of 646,155 new shares at a subscription price of €6.50 each, for a total €4.2 million. Market capitalization of Polygone Group on the date of admission amounted to €15.7 million.

“NYSE Euronext is very proud to celebrate Polygone Group's listing on NYSE Alternext today. On the same occasion, we move past the 150-company mark for listings on NYSE Alternext, a market ensuring transparency and supporting liquidity”, said Ronald Kent, Group Executive Vice President and Head of International Listings at NYSE Euronext.

“The success of NYSE Alternext testifies to this market's excellent response to a need for both financing and visibility by SMEs, which are, in turn, a source of economic growth and momentum creating value and jobs”, added Dominique Cerutti, President and Deputy Chief Executive Officer of NYSE Euronext. *“NYSE Euronext will continue moves to facilitate the growth of SMEs by combining simplified access to capital markets with personalised support throughout their life on the stock exchange.”*

Thierry Goor and Pascal Lambert, co-founders of Polygone Group, said: *“listing will give us the reach we need to pursue external acquisitions and develop organic growth to drive Polygone Group's continued success. We have been in business four years and will have a staff of over 200 by the end of this month – proof that some companies can use economic turmoil to stand out from the crowd and deliver a strong performance. Being NYSE Alternext's 150th listed company confirms our conviction that listing was the right move for our business development strategy.”*

In just over 5 years, companies from countries including Belgium, Canada, China, France, Italy, Luxembourg, the Netherlands, Spain, the United Kingdom and the United States have raised €2.4 billion on NYSE Alternext, half of this through secondary issues. Market capitalization totals €5.1 billion.



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About NYSE Euronext

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NYSE Euronext also operates NYSE Liffe, one of the leading European derivatives businesses and the world's secondlargest derivatives business by value of trading. The company offers comprehensive commercial technology, connectivity and market data products and services through NYSE Technologies. NYSE Euronext is in the S&P 500 index, and is the only exchange operator in the S&P 100 index and Fortune 500. For more information, please visit: www.nyx.com

About Polygone Group

Polygone Group is a communications group with special expertise in identifying trends and innovative marketing, interactive marketing, and lifecare communications.

Based in Brussels, Paris, Lyon and Antwerp, the group was launched in June 2006 and now counts 135 employees. It is Belgium's fastest-growing communications group with gross margin rising 81% to €8.2 million for the year ended 31 December 2009.

Polygone Group draws on expertise across a range of areas to tackle projects from multiple angles, and the knowledge of a team of experts that includes some 60 at Digital Natives.

It sets up dedicated teams to address advertisers' specific needs, focusing on consumers and their expectations to formulate the most effective ways to boost sales and enhance brand recognition.

Acquisitions thus provide effective support for organic growth, bringing additional expertise into the mix.