



NYSE Euronext's Alternext Welcomes SAPMER

8 July 2009 – Paris, NYSE Euronext (NYSE) today announced the successful listing of industrial fishing company SAPMER onto its Alternext Paris market, under the ticker symbol “ALMER”.

SAPMER raised €5 million through a private placement, allowing it to use the direct admission procedure to join Alternext. Based on the reference price of €15, the market capitalization of the company is €1.5 million.

“We are very pleased to welcome SAPMER onto Alternext, the second listing on this market this year” said Jean-François Théodore, Deputy Chief Executive Officer, NYSE Euronext. *“This listing marks the beginning of a beneficial and lasting partnership with SAPMER and its shareholders, who will now be able to benefit from the highest levels of service, liquidity and brand visibility associated with listing on NYSE Euronext market”.*

“SAPMER confirms its commitment to responsible fishing through its investment in innovative shipping vessels and to enhancing the value of its fishery products which are processed in a modern processing factory in Mauritius that conforms to EU standards” said Jacques de Chateaueux, Chairman of the Board, SAPMER. *“In becoming a public company, SAPMER confirms the quality and traceability of its products and is committed to improving the company's performance and its governance to create long-term value for its shareholders.”*

Founded on Reunion Island in 1947, SAPMER is an industrial fishing and fish processing company operating in the “TAAF” (French Southern and Antarctic regional) waters and in the Indian Ocean.

With 200 employees, SAPMER's turnover in 2008 was €35 million, 90% of which comprised export, mainly to Japan and Asia. SAPMER anticipates doubling its turnover by 2012. It has invested in the means to do so, both in terms of fishing vessels and processing plants, so that it can commercialize products that keep their quality and freshness «from the sea to the plate».

This listing is the second to take place on Alternext this year. Launched in 2005, Alternext now lists 124 companies from Belgium, Canada, China, France, Italy, Luxembourg, the Netherlands, Spain, the UK and the US. Together, they have raised over €2 billion and their total market capitalization stands at €3.6 billion.

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SAPMER

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About SAPMER

Owning and operating a fleet of four freezer longliners and a freezer trawler, SAPMER specializes in southern toothfish and lobster fishing in the French Southern and Antarctic regions.

The company has also ordered 3 90-metre tuna fishing vessels. The first of the 3 vessels was delivered in July 2009. It also uses a transformation unit with a capacity of 6,000 tons in Mauritius.

Committed to responsible fishing, SAPMER employs 200 people. Its 2009 revenue reached €35 million, 90% of which comprised export, mainly to Japan and Asia.

www.sapmer.com

ALTERNEXT: ISIN FR0010776617, ticker: ALMER

About NYSE Euronext

NYSE Euronext (NYX) is a leading global operator of financial markets and provider of innovative trading technologies. The company's exchanges in Europe and the United States trade equities, futures, options, fixed-income and exchange-traded products. With more than 8,000 listed issues, NYSE Euronext's equities markets -- the New York Stock Exchange, Euronext, NYSE Arca and NYSE Amex -- represent nearly 40 percent of the world's equities trading, the most liquidity of any global exchange group. NYSE Euronext also operates NYSE Liffe, the leading European derivatives business and the world's second-largest 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:

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