



## **VideoFutur Entertainment Group listed on NYSE Alternext**

Paris, 27 January 2010 – NYSE Euronext today announced the listing of pay-video content distributor VideoFutur Entertainment Group on NYSE Alternext.

The market debut of VideoFutur Entertainment Group (symbol: ALVOD) by direct listing follows the decision of its parent company Netgem (symbol: NTG) to separate business-to-business technology operations, run by IPTV, from business-to-consumer publishing and distribution of DVDs and video, operated by VideoFutur Entertainment Group. Listing was through the distribution of 38,019,716 shares to Netgem shareholders. Assets distributed were valued at EUR 25 million or EUR 0.66 per Netgem share, which became the introductory price applied to VideoFutur Entertainment Group.

*“We are very happy to welcome VideoFutur Entertainment Group as it lists on NYSE Alternext,” said Marc Lefèvre, Head of Listing France and Head of European issuer coverage at NYSE Euronext. “This listing gives the company and its shareholders access to a leading trading platform offering the largest liquidity pool and most efficient market model.”*

*“We are delighted with this listing, which gives Netgem shareholders and all qualified investors active on NYSE Alternext an opportunity to take part in the development of a company totally dedicated to the distribution of video on demand, and thus participate in the revolution now shaping this market,” said Joseph Haddad, CEO of VideoFutur Entertainment Group.*

VideoFutur Entertainment Group (symbol: ALVOD) offers an extensive catalogue of video on demand content including films, TV series, children’s programs, and more. These are distributed in formats ranging from DVD and Blu-Ray to direct download, covering all digital forms distributed through the stores and vending machines in its network. Altogether, 98% of the company’s revenues are generated in France.

NYSE Alternext currently has 125 listed companies from countries that include Belgium, Canada, China, France, Italy, Luxembourg, the Netherlands, Spain, the United Kingdom and the United States. Together these companies have raised over EUR 2.22 billion and represent total market capitalization of EUR 4.2 billion.

**Press contacts:****NYSE Euronext (Paris)**

Caroline Tourrier : +33 (0)1 49 27 10 82 - [ctourrier@nyx.com](mailto:ctourrier@nyx.com)

**VideoFutur Entertainment Group**

Mathilde Colas : +33 (0) 1 55 62 56 19 – [mathilde.colas@videofutur.com](mailto:mathilde.colas@videofutur.com)

Gilles Aubagnac : +33 (0)1.55.62.55.62 - [investisseur@videofutur.com](mailto:investisseur@videofutur.com)

**About VideoFutur Entertainment Group**

VideoFutur goal is to become a leading brand in new forms of distribution for pay video content, by offering consumers a multi-channel and multi-format offering, via its Internet portal, its network of specialised stores, its automated service points and via partnerships with operators and equipment manufacturers.

**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, NYSE Euronext, NYSE Amex, NYSE Alternext and NYSE Arca – 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: <http://www.nyx.com>