



## **WEKA ENTERTAINMENT lists on NYSE Alternext**

Paris, 25 June 2010 – NYSE Euronext today announced the admission of WEKA ENTERTAINMENT, a leader on the European market for online games for the general public, to NYSE Alternext.

WEKA ENTERTAINMENT is an independent French publisher of online games for the general public. It deploys expertise in technology, information systems, marketing, community management and monetization with a range of games accessible on its homepage at [www.cafe.com](http://www.cafe.com) and on Facebook.

WEKA ENTERTAINMENT (ticker symbol: ALWEK) was admitted to NYSE Alternext by direct listing of the 7,044,073 shares making up its capital. This followed the private placement with qualified investors of 385,802 new shares at a subscription price of €6.48 each, for a total of €2.5 million.

Market capitalization of WEKA ENTERTAINMENT on the date of admission amounted to €45.6 million.

*"We are delighted to welcome WEKA ENTERTAINMENT to NYSE Alternext, comments Ronald Kent, Group Executive Vice President and Head of International Listings at NYSE Euronext. Admission to the market will enhance its visibility and help it build confidence in the financial community, opening the way for quicker deployment of its development strategy."*

Thibault Viort, Chairman and Chief Executive of WEKA ENTERTAINMENT, adds: *"Market admission bears out the soundness of WEKA ENTERTAINMENT model for growth, rewarding the success of our teams in building a profitable business on this new market and winning recognition alongside the big American publishers in a period of just 18 months. It provides us with the resources for continued development to maintain our lead on the European games market and position ourselves as a focus for sector consolidation."*

NYSE Alternext today counts 143 listed companies from countries including Belgium, Canada, China, France, Italy, Luxembourg, the Netherlands, Spain, the UK and the US. Together they have raised over €2.3 billion, half of this through secondary issues, and their market capitalization totals €4.4 billion.

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**WEKA ENTERTAINMENT**

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**About WEKA ENTERTAINMENT**

WEKA ENTERTAINMENT is an independent French publisher of online games for the general public. In the course of the past 18 months, it has become a reference operator on the European market for social gaming, drawing on the skills of its design and development teams along with expertise in technology, information systems, marketing, community management and monetization. Its games are available both on its homepage at [cafe.com](http://cafe.com) and on Facebook. The company listed on NYSE Alternext on June 25, 2010 to raise funds to finance essential investment (to create new games and variations on its existing portfolio, adapt games to new social platforms, and pursue international expansion) and thus hold on to its competitive edge and become a key player in the European entertainment market. Revenues in the first four months of 2010 exceeded full-year sales for 2009.

**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 approximately 8,000 listed issues (excluding European Structured Products), NYSE Euronext's equities markets – the New York Stock Exchange, NYSE Euronext, NYSE Amex, NYSE Alternext and NYSE Arca – represent one-third of the world's equities trading, the most liquidity of any global exchange group. NYSE Euronext also operates NYSE Liffe, one of the leading European derivatives businesses 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: [www.nyx.com](http://www.nyx.com)