



Press release

Ticket Restaurant® becomes the official sponsor of Olympique Lyonnais and will be present on players' shirts from the start of the 2006/2007 season

Lyon, 25th April 2006. _ **Olympique Lyonnais**, which has just won its 5th consecutive French Championship title and its 10th trophy in 5 years (French League Cup 2001, French Championship 2002, 2003, 2004, 2005 and 2006, Champions' Trophy 2002, 2003, 2004 and 2005), is working on a plan to develop the club over the next 5 seasons, in 4 key areas:

- internationalisation of the brand;
- arrival of an international sponsor;
- reinforcement of shareholders' equity and operating resources;
- construction of a new stadium.

With this in view, **Olympique Lyonnais** and **Ticket Restaurant®** announce the signature of a five-year sponsorship deal whereby **Ticket Restaurant®**, the French and world leader in luncheon vouchers, **becomes the official sponsor of Olympique Lyonnais**, the first club to win the French Soccer Championship titles five times running.

In a five-year commitment starting in July 2006, **Ticket Restaurant® will occupy the field through its presence on the Lyon players' shirts** during **away matches** in the French championship.

Launched in 1962, Ticket Restaurant® is a brand known to everyone which enjoys a convivial and dynamic image in 34 countries. These points, which it has in common with the international Olympique Lyonnais team, will give it the opportunity to show its support of France's favourite club.

Ticket Restaurant® is now present in the major footballing nations and daily reaches 15 million users worldwide, including 2.5 million in Brazil, 1.1 million in France, 737,000 in Italy, 646,000 in Belgium, 296,000 in Spain and 75,000 in the United Kingdom.

Restaurant owners, client companies and employees using Ticket Restaurant® will not be on the sidelines as they will be able to take advantage of a broad communication campaign set up by the brand. By associating its name with Olympique Lyonnais, Ticket Restaurant® would like to:

- enhance team spirit around a shared passion and involve the 1,140,000 users, 46,000 client companies and institutions and the network of 164,000 affiliated restaurants using Ticket Restaurant® in this sporting adventure in France;
- reassert its leading status (38% market share in France) ;
- strengthen the image of its product on a daily basis to employees, companies, institutions and affiliated restaurateurs.

Having won the French Championship for the past five consecutive years, Olympique Lyonnais is now France's favourite club. Through this partnership with Ticket Restaurant®, Olympique Lyonnais can look to the future with confidence alongside an emblematic brand, the symbol of freedom and well-being.

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