



Langlois Robertshaw & Delbridge

## **EUROSPORT CHOOSE ALDERNEY**

Europe's leading sports entertainment group Eurosport, has been granted an E-Gambling license from the Alderney Gambling Control Commission.

Robin Le Prevost, Alderney's Head of E-Commerce Development, has announced that SPS, a joint-venture between Serendipity Investment and Eurosport, will base their operation in the Channel Island.

“We believe that Alderney is the home of e-gambling and we are absolutely thrilled to welcome Eurosport to our growing list of licensees” says Mr Le Prevost.

“Their name adds to an already stellar line-up of some of the most prestigious names in the industry. Eurosport-SPS having chosen to base their new online business in Alderney speaks volumes about our regime, capabilities and serious business approach and we are very pleased to have been chosen.”

Olivier Ou Ramdane, CEO of SPS, is glad to set the first milestone for the EurosportBET launch. “Being granted a full e-gaming licence in Alderney represents a significant step to us as we move forward with our project to launch EurosportBET.co.uk in UK within the first half of 2009”.

SPS shareholders join Ou Ramdane in recognizing this important milestone for the recently established company.

“We strongly believe that Alderney’s regulatory environment meets the highest international standards in terms of connectivity and security for our future customers. These elements are crucial for our group and motivated our choice to base our new online sports betting site in Alderney” explains Sébastien Bougon, Deputy Managing Director of Serendipity Investment.

“Obtaining the licence to operate in Alderney is the 1st step in building our new pan-European online sports betting platform on solid ground and to offering fans yet another engaging way to enjoy sports” added Heather Bowler, Global Communications Director- Eurosport Group.

### Media Contacts

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## **Notes for editors**

### **About SPS**

SPS is a joint venture between Serendipity Investment and Eurosport. The company was established in June 2008 in order to create and manage EurosportBET and its new online sports betting and gaming divisions. SPS will soon launch EurosportBET.co.uk for UK users. The plan is to develop EurosportBET further in those European countries with a fully regulated gambling sector. SPS has a fast growing team based in Paris and Guernsey and led by Olivier Ou Ramdane.

### **About SERENDIPITY Investment**

SERENDIPITY Investment is an investment company set up by Bouygues and Artémis in September 2007 and managed by Patrick Le Lay. SERENDIPITY Investment's objective is to take minority or controlling interests in companies displaying strong growth potential and support the management team, in the development of its medium term strategy.

### **About Eurosport Group**

The Eurosport Group is the leading sports multimedia platform in Europe. Eurosport, the n°1 pan-European TV channel, is transmitted in 20 languages reaching 116 million homes and 240 million viewers across 59 countries. Eurosport HD is the high definition simulcast of Eurosport. Eurosport 2, the new generation sports channel, broadcasts to 34 million households in 11 languages across 46 countries. Eurosport Asia-Pacific, launched in 2006, already reaches 10 countries in the region. Eurosport Network of websites is Europe's n°1 online sports destination, up to 9.9 million unique visitors\* per month across all 9 websites, including four co-branded sites with Yahoo! (.uk, .it, .de, .es) and dedicated sites in France, Poland, Russia, Sweden and China. Eurosportnews provides up-to-date sports news transmitted worldwide. Eurosport Mobile offers Live streaming, WAP & I-Mod services with breaking sports news and results. Eurosport Events is the group's expert division in the organisation, management and promotion of international sporting events. \*comScore June 2008