



**For Immediate Release:**

**LAGARDERE ACTIVE UNITES ITS MOBILE ACTIVITIES UNDER CELLFISH MEDIA BRAND AND ANNOUNCES PLANS TO ACCELERATE DEVELOPMENT OF ORIGINAL MOBILE CONTENT AIMED AT THE MOBILE GENERATION.**

NEW YORK (April 7, 2006) - Lagardere Active, a leading wireless content provider in Europe and North America, and a division of Lagardère SCA, one of the largest media companies in the world, announced today that it will unite its wireless subsidiaries in North America, France and Germany to create a global content, marketing and distribution group called Cellfish Media.

Cellfish Media is part of a thriving wireless content sector that is expected to globally grow from \$9 billion in 2005 to \$34 billion in 2009.

Through its content studios, Cellfish Media creates original branded content such as music ringtones, wallpapers, animations, games and applications. Cellfish Media also benefits from best-of-breed, proprietary platforms to deliver mobile content to more than 350 million consumers through its direct to consumer channels as well as partnerships with carriers, media companies and brands. Headquartered in New York City, Cellfish Media brings together a team of 250 skilled professionals and generated 2005 revenues of \$116 million.

Cellfish Media will accelerate its strategy to develop and distribute original content to the mobile generation, such as Barrio Mobile, BlingGames and the widely acclaimed BlingTones, the world's first wireless music label, featuring some of hip-hop's biggest artists (Lil Jon, Tego Calderon, Q-tip, Pitbull, Emilio Estefan).

The move to Cellfish Media reflects Lagardere Active's ambition to address fast changing media trends. According to Cellfish Media CEO Fabrice Sergent, "Cellfish Media creates Media About You. Consumers worldwide are embracing mobile devices as the preferred medium for the consumption of entertainment and information services. Cellfish Media engages this dynamic audience through its original content that provides them with the opportunity to express themselves as individuals...to "*Be Cellfish*" ...and to share that expression with the community at large."

Cellfish Media will begin operations under the new name as of April 2006.

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