



CELLFISH MEDIA LLC RAISES \$50 MILLION FROM NORTH AMERICAN INVESTORS

To Create Mobile Content Powerhouse

NEW YORK –October 9, 2006- Cellfish Media, a pioneer in original mobile content creation and distribution in Europe and North America, with acclaimed brands including BlingTones and Barrio Mobile, and a Lagardère SCA subsidiary, announced today that it has partnered with several North American investors. Cellfish Media welcomes new partners : Telecom Media Fund, an investment fund financed by Caisse de dépôt et placement du Québec and Trio Capital, managed by Trio Capital ; and Groupe Humagade Inc., an affiliate to Desjardins Venture. Under the agreement, the new investors will own approx. 30% of the shares of Cellfish Media, together with Lagardère.

Cellfish Media operations are based in the USA with leading subsidiaries in France and in Germany. 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 through partnerships with major wireless 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 with more than 200 Million transactions.

In a statement, Fabrice Sergent, CEO of Cellfish Media, said, "I am thrilled to welcome such skilled and sophisticated investors such as M. André Tremblay, partner of Trio Capital and highly regarded entrepreneurs in the wireless industry."

M. Andre Tremblay said, "Trio Capital and its partners, are proud to join Lagardère in this ambitious project. Cellfish Media has been at the cutting edge of this market by its constant innovations. Our goal is to create a leader, precisely in the US at a time when this market starts to blossom."

Post closing, Cellfish Media will be consolidated by Lagardère SCA as an associate.

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