

Boulogne-Billancourt, June 12, 2015

**“MA CAMERA CHEZ LES PROS”:
MIDDLE-SCHOOL REPORTERS DISCOVER TF1**

A partner to the “Ma Caméra chez les Pros” organisation since 2008, the Group hosted the final of the Ile-de-France region this year, on Monday June 15, with Najat Vallaud-Belkacem, France’s Minister of National Education, Further Education and Research, in attendance.

Throughout the year, Group journalists supported and coached students from middle schools in Ile-de-France. The camera-toting youngsters got the chance to take a behind-the-scenes look at TF1 and produce their own video. The best videos shot at the partner companies of the initiative (*) will compete for victory in the final.

Commenting, Cécile Monthiers, Group Deputy Director of Diversity and Relations with Schools, said: “Ma Caméra chez les Pros is an incredible human adventure for these young 14-15 year-olds. “Encouraging them to think about their future professional direction, the act of producing a report inside the company – while being coached by one of our journalists all year long – brings them a behind-the-scenes view of the business and shows them all the passion of the Group’s professionals.”

The Group has taken things further this year by creating the “TF1 Ma Caméra chez les Pros” prize, in which young people vote for their favourite video. The middle school obtaining the most votes from the middle-school students in the running will receive the “TF1 Ma Caméra chez les Pros” award.

About “Ma Caméra chez les Pros”

Through Ma Caméra chez les Pros, up and running in 13 academies across France, nearly 1,900 middle-school students have since 2010 been able to take a very special look at companies as part of a singular media education programme. The initiative ties in with what has been a key issue of France’s national education system for two decades now – that of training future citizens. The students involved get a close-up experience of companies and how they function. The idea is to foster the switch from news spectator to media producer and encourage children to take a critical look at the world of business and in particular that of the media, so present in their everyday world. www.macamerachezlespros.fr

(*) The other partner companies besides TF1 are Alcatel-Lucent, B2s, Safran, Sanofi, SFR, Engie, Toupergel and Vinci.

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