



TELESHOPPING JOINS FORCES WITH ARENES DE L'INNOVATION TO SHOWCASE FRENCH SMEs



The innovative entrepreneurs driving the economy in the Nord-Pas de Calais region are expected at the Vélodrome stadium in Roubaix on 16 April for the first Arènes de l'Innovation event. Téléshopping is pleased to be participating in the event, one that lends real-life form to its aim to act as a relay for the innovative products of French SMEs and provide them with national exposure.

Nearly 30 years of expertise at the service of regional entrepreneurship and innovation at the Arènes de l'Innovation

The Téléshopping teams will be supporting innovative entrepreneurs to showcase their products and establish the key selling points of the products sold during programmes filmed live on location and broadcast on local TV channels. The two Téléshopping hosts Marie-Ange Nardi and Alexandre Devoise will support and coach the entrepreneurs on highlighting their products to their maximum advantage. At the end of the Arènes de l'Innovation, a winner will be awarded and designated as the best entrepreneur in his or her region based on the quality and innovative nature of their product. They will earn the opportunity to sell their product on TF1 in the Téléshopping show.

Commenting, Jérôme Dillard, Chief Executive Officer of Téléshopping, said: "Joining forces with this event is a new stone laid by Téléshopping in its ongoing relationship with French SMEs seeking the media exposure they need to expand. The aim will be to develop a project on a 24/7 teleshopping channel called "Tendance 24", which we presented to the CSA three years ago for broadcast on DTT. If it receives CSA approval, the channel will enable us to organise events such as the Arènes de l'Innovation throughout France and thereby benefit from the space required to source the most innovative products across France and feature them on teleshopping programmes."

About Téléshopping

A pioneer in teleshopping in France, Téléshopping has been a leading player in distance selling for nearly 30 years. The subsidiary's activities are organised into two main areas, teleshopping and e-commerce, through programmes broadcast on the TF1 channel, catalogues and web merchant sites. Téléshopping also owns stores and has launched an infomercial activity under the Euroshopping brand on freeview DTT, cable and satellite channels, including RTL9, NT1, TMC, Direct 8 and Eurosport. The TF1 subsidiary continues to innovate in products and technologies and is now seeking to obtain a DTT channel with a view to launching a 24/7 channel project called "Tendance 24".

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