



PRESS RELEASE

After a 23-year career at TF1 Publicité, Martine Hollinger will be stepping down as Chair in the coming days.

After successively holding the positions of Business Development Director, Deputy CEO, and CEO, Martine Hollinger was named Chair in May 2010. In parallel, Martine Hollinger has since 2009 served as Chair of France's National Syndicate of Television Advertising, SNPTV. She will continue to contribute her expertise to TF1 Publicité as Advisor to the Chairperson through January 2014.

Laurent-Eric Le Lay will succeed Martine Hollinger as Chairman of TF1 Publicité.

Commenting, Nonce Paolini, Chairman of the TF1 Group, said: *"I would like to warmly thank Martine Hollinger for her tremendous contribution to the success of TF1 Publicité in the last 23 years. Under her stewardship, and in a complex and changing environment, Martine developed and modernised the sales offer of TF1 Publicité and turned it into a unique partner for advertisers. All of the employees at the TF1 Group join me in hailing a peerless professional with an irreproachable state of mind. I am convinced that Laurent-Eric Le Lay and his teams will successfully sustain the top-quality relationship that has long been established between TF1 and its customers."*

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