



TELESHOPPING SIGNS A DISTRIBUTION AGREEMENT WITH VENTEO



Venteo and Téléshopping have signed a strategic agreement on the distribution of Téléshopping products in mass retail outlets spanning the food, home improvement and specialist sectors. Venteo is an in-store video sales company supplying over 2,700 points of sale in France with products accompanied by video demonstrations. Téléshopping is joining forces with Venteo's 40-strong sales team to market its finest products directly in mass retail stores.

Under the wide-reaching agreement, Téléshopping, the leading teleshopping programme, along with its infomercial spin-offs broadcast on TF1 group channels (NT1 and TMC) and other channels (including D8, RTL9 and 15 other channels in France and Belgium), will be able to grow and achieve a complementary fit between distance selling and local retail. Téléshopping, a leading television sales brand for 27 years, backed by the power of its broadcaster, TF1, is an ideal showcase for innovative products. That power, combined with Venteo's comprehensive and robust in-store presence, in the shape of over 8,000 demonstration television monitors, enables players in French mass retail to bring consumers the best Téléshopping products.

The public will now be able to find a range of innovative Téléshopping products - in beauty/slimming/fitness, home maintenance, kitchenware, multimedia, gardening and home improvement - in supermarkets, hypermarkets and specialist mass retail stores (home appliances, sport, gardening stores and home improvement).

Commenting, Jérôme Dillard, Chief Executive Officer of Téléshopping, said: "*The agreement signed between our Group and Venteo will bring the market the vitality of two organisations. The innovative products of our Group presented with the recognised professionalism of Venteo will help to develop sales of television-origin products. It was natural for a sector this powerful in numerous countries to gain enhanced representation with French retailers.*"

Nicolas Pierronnet, Chairman of Venteo, said: "*This is a major turning point for Venteo. The agreement with Téléshopping makes us the commercial representative in mass retail of their best innovative products. It will enable customers choosing our organisations to benefit from the power and vitality of the two companies in all the retail circuits in France. The agreement will help Venteo to heighten its presence in the food, home-improvement and specialist mass retail sectors.*"

About TELESHOPPING

TELESHOPPING has since 1987 brought French consumers innovative and original products through television shopping programmes, with a total 435 hours a week broadcast on the leading French channels, including TF1, TMC, NT1, D8, RTL 9 and 15 other channels in France and Belgium.

With an 80-strong workforce, the Group distributes 300 new products a year from 200 suppliers. Téléshopping shipped some 1.6 million parcels to its customers in 2013.

About VENTEO

VENTEO founded in 2006, works with mass retailers to enhance their sales areas, including shelf and end-aisle displays, with innovative,

mass-appeal products. Venteo stands apart by selling products with the aid of in-store video displays. The company's well-honed retail concept brings French retailers superior ratios. Venteo currently operates some 8,000 TV monitors in the French retail sector.