



SAGEM is official partner of the Tour de France for the 2nd year running

Paris, November 5th, 2007

Sagem Communications, a subsidiary of the SAFRAN Group specialising in high-speed connection communication products (printing terminals, residential terminals, digital set top boxes, etc.), has just signed a partnership agreement with the Tour de France for the 2nd year running. So, once again, the SAGEM brand will be an official partner of the Tour de France 2008.

The adventure of the 2007 Tour had positive repercussions for SAGEM, with valuable international visibility for the brand which allowed it to improve its notoriety.

The terms of the partnership for the 2008 Tour will be the same as in 2007:

➔ The SAGEM logo will be displayed on all the riders' number bibs, underneath their race number. It will also make up the composite SAGEM/TOUR DE FRANCE logo featured on the back of the jackets and capes worn by all the accredited race photographers.

➔ SAGEM will be **the official sponsor of the team standings**. Each morning, the team that is top of the overall team standing is distinguished on the Tour village podium. During that day's racing, all its riders wear yellow number bibs.

A strategic partnership

For Sagem Communications the Tour de France is an excellent opportunity to promote the company's various flagship products, especially the photo products (photo printers, digital photo frames, digital photo kiosks).

Patrick Sevian, CEO of Sagem Communications, declares: *'we were really pleased with our partnership on the 2007 Tour and the positive repercussions that it had. I would like to extend my sincere thanks to the A.S.O. teams, they are real professionals, and to say how much we enjoyed the partnership. That's why we have decided to renew the Tour adventure in 2008, to continue even further on the road to success!'*

About Sagem Communications:

Sagem Communications (SAFRAN Group) is a major player in the field of communications, having acquired international positions thanks to a high innovative potential. The SAGEM products benefit from a particular awareness in the following activities: printing terminals, residential terminals, digital TV set-top boxes, systems, electronic metering...

For more information, visit the following Web Sites: www.sagem.com and www.safran-group.com.

Press Contacts

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