



PRESS RELEASE

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AFP AND deltatré TEAM UP FOR THE OLYMPIC GAMES

AFP (AGENCE FRANCE-PRESSE) HAS SELECTED DIGITAL SPORT MEDIA GROUP deltatré TO PROVIDE AFP'S CLIENTS WITH A PREMIUM DIGITAL SOLUTION FOR THE OLYMPIC GAMES, STARTING WITH THE SOCHI 2014 WINTER OLYMPICS.

AFP will enrich its Olympic editorial content with real-time sports information including live results, medal tables, event schedules and athlete profiles to be available on PC, tablet and mobile devices. This turnkey service will give AFP's clients a great user experience for the next Olympic Games.

Emmanuel Hoog, Chairman and Chief-Executive Officer of AFP said "Combining deltatré's world-leading sports technology and AFP's unrivalled editorial content, our clients will have access to a whole new set of premium interactive applications. This partnership matches perfectly our global sport strategy on web and mobile. We are looking forward to developing a long-lasting relationship together."

"deltatré's cutting-edge products smoothly integrate with the high quality editorial content provided by AFP, delivering an advanced media solution and comprehensive coverage of the Olympic Games to sports fans" said Giampiero Rinaudo, deltatré CEO and Co-Founder, "we believe this partnership is a perfect fit to serve the digital media industry with a market-leading solution".

About AFP

AFP is a global news agency delivering fast, accurate, in-depth coverage of the events shaping our world from conflicts to politics, sports, entertainment and the latest breakthroughs in health, science and technology. With 2,260 journalists spread across almost every country, AFP covers the world 24 hours a day in six languages. AFP delivers the news in video, text, photos, multimedia and graphics to a wide range of customers including newspapers and magazines, radio and TV channels, web sites and portals, mobile operators, corporate clients as well as public institutions.

For more information, please contact afp-sport@afp.com

About deltatré:

There is a way to make sport events come to life for audiences everywhere. Using innovative technology, creativity and total commitment, the people at deltatré do exactly that. With staff in Italy, France, Germany, the UK and the USA, deltatré has over 27 years' experience at the highest level of international sport. Always striving for the next level of interaction, we consider the future of global sport engagement to be multi-platform and social. Today, the greatest sport events on earth are more immersive, collaborative, and inclusive thanks to our cutting edge technologies. Sport fans become an active part of the event, connecting socially and sharing their passion, wherever they are. By harnessing our experience, technical skills and passion for sport, we help keep our clients one step ahead.

For more information, please visit www.deltatre.com or contact sales@deltatre.com

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