

## Prosodie sells its historical subsidiary GENYcourses to PMU and Serendipity Investment

**Boulogne-Billancourt, July 18<sup>th</sup>, 2008:** After the disposal of France-examen in May 2008, Prosodie is continuing to dispose of its services tailored to the general public (BtoC) subsidiaries by selling all GENYcourses activities (GENY Infos SA and its subsidiary, the press agency AIP) to PMU and Serendipity Investment.

GENYcourses was created in 1984 by the founders of Prosodie at a time when telematic services were in full expansion for the distribution of results and prognoses of national and regional horse races by telephone and Minitel. The quality of the information provided and the extent of the media used – telephone, Minitel, text messaging and, later, the Internet – were quickly met with great success among race goers, and they were to ensure GENYcourses a reputation that been maintained ever since.

Until 2008, Prosodie enjoyed a historical double positioning, both on the market for services to companies (BtoB) and on the market for services intended for the general public (BtoC) through its entity Prosodie Info. Gradually, services to companies became Prosodie's core business in three fields: multi-channel customer relations, outsourcing of applications and online business, including prepaid cards and e-business. It then became apparent that Prosodie should focus its activities on these strong-growth areas which, in 2007, accounted for more than 93% of the Group's sales.

However, Georges Croix, Prosodie's Chairman and CEO, has always stated that he would be extremely vigilant as to the choice of buyers, who were to provide a true company project which follows the development strategy conducted up to now and also guarantee stable employment and dynamic career management for employees.

The quality of the two acquiring shareholders – PMU, a leading player in the world of races, and Serendipity, an investment company founded by the groups Bouygues and Pinault – meet these requirements and ensure strong development for GENYcourses in the lead up to the opening of the market for online money games.

In hosting the GENYcourses services for more than twenty years, Prosodie has proved its ability to meet the requirements relating to responsiveness, 24/7 availability, heavy traffic flows and high peaks peculiar to services for the general public.

### **About PROSODIE**

*PROSODIE develops and operates telecommunications services and IT solutions that allow customers, clients, partners and/or employees of even the largest public and private organizations the ability to access and exchange information.*

*In North America, Prosodie Interactive, a regional operating unit of PROSODIE, provides value-added ASP eCommerce, interactive voice (IVR/CRM), Web and data solutions for businesses.*

*With a presence in France, Spain, USA and Canada, PROSODIE had 2007 consolidated revenues of 172.2 M€ and a current operating income of 11.9 M€.*

*PROSODIE was granted the extension of AFAQ ISO 9001 certification in December 2006 for all its activities related to its French operations sites.*

[www.prosodie.com](http://www.prosodie.com)

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