



Press release

GENY Infos chooses PROSODIE's IT outsourcing management services for its future online betting platform

Boulogne-Billancourt, May 18th 2010: PROSODIE, the telecom and IT services provider, has been selected by GENY Infos to manage its online betting service, a highly transactional and secure application, as part of its diversification strategy.

Since France adopted the law to regulate online gambling and open up the market to competition on April 6th, the online gaming industry has been abuzz with activity.

GENY Infos, the leading provider of horse racing information services, is a legitimate player on this new market.

Since 1984, GENY Infos has been providing racing enthusiasts with top-class track information, including tips, ratings, results and interviews, through every channel. With such strong credentials in the horse racing industry, the company's decision to launch its own online betting service in accordance with the requirements of the ARJEL (French Online Gambling Regulatory Authority) is a natural continuation of its activities.

"Our move into the online betting market is an important milestone for GENY Infos. We chose Prosodie for three interrelated reasons: their agility in terms of time to market and launching the service within extremely tight deadlines, the security they can provide through state-of-the-art infrastructures and high-level expertise, and finally their ability as an IT outsourcing company to accompany us through the fine-tuning and approval of our platform. We have ambitious goals for the development of this new business", says Sylvain Genevée, Acting Director of GENY Infos.

PROSODIE provides levels of security and availability governed by the imperatives of its clients' businesses

The GENY Infos platform is at the heart of Prosodie's core development areas. The IT Outsourcing Management team at Prosodie works with applications required to handle increasing demands and strongly transactional, secure services interconnected with third-party environments. GENY Infos' new online betting platform, which includes archiving services, will be permanently connected to the information system of the French Ministry of Finance for real-time verification of player identities (i.e. individuals blacklisted by the industry/banks, etc.).

Given the nature of the project, the security aspects were naturally considered in detail. By harnessing an extensive catalogue of services, Prosodie has developed a customized approach that intelligently combines intrusion detection and prevention, authentication management and integrity control.

"Managing an online betting platform like this for GENY Infos is about having a passion for the business and being able to deliver on all the technical and

methodology requirements. *GENY Infos was impressed by both our comprehensive working approach and leading-edge expertise in the field of security*", adds Jérôme Chavoix, Sales Director for Prosodie's IT Outsourcing Management division.

About Prosodie

As a service operator offering IT and telecoms expertise, Prosodie designs and hosts multi-channel online services for remote access to information and interactive data exchanges. With many major companies benefiting from Prosodie's services, the company works in the fields of multi-channel customer relations, facilities management for critical and sensitive systems and applications, IP telephony and prepayment systems and other services for telecoms operators. With offices in France, Spain and Belgium, the group achieved consolidated revenues in 2009 of €166.2 million, with an operating profit of €24.1 million, and had 863 employees at 31 December 2009. In October 2009, PROSODIE maintained its AFAQ ISO 9001 v2000 certification to cover all of its activities throughout France.

www.prosodie.com

About GENY Infos

GENY Infos is a subsidiary equally owned by PMU and Serendipity Investment (Bouygues-Artemis/Pinault). Established in 1984, GENY Infos is a leading provider of online horse racing information services. The company publishes and sells horse racing information for racing fans under the Geny Courses brand in the following formats: audio (Audiotel-3601), web (www.geny.com) and print (horse racing pages for PQR and publications distributed at the racetrack). GENY Infos will apply to the ARJEL (French Online Gambling Regulatory Authority) for a horse race betting operator licence.

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