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Paris, December 31, 2010

Lagardère SCA and Hearst Corporation announced today that they have entered into an agreement providing for exclusive negotiations until January 30, 2011 for the acquisition by Hearst Corporation of Lagardère's international press and magazine business in an all cash transaction.

Lagardère is a pure media group (books, press, broadcast, digital, travel retail and press distribution, sport industry and entertainment), and is among the world leaders in the sector. Lagardère shares are listed on Euronext Paris (Compartment A).

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