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Paris, 30 Sept. 2008

To celebrate its 75th anniversary, Air France advertises on the Grand Palais in Paris

1st application of new regulations relative to advertising on walls of listed buildings undergoing renovation work in Paris

By decision of the Prefect of the Ile-de-France region dated 28 July 2008, permission has been given to the listed building, the "Grand Palais", to display an advertisement for Air France on the façade facing the Seine, currently under restoration. The advertisement will be in place from 1 October to 31 December 2008.

This decision is part of the French Heritage Law which provides for the use of scaffolding tarpaulins on historical monuments for advertising purposes, under the following conditions:

- **The advertising surface must not exceed 50% of the surface of the scaffolding.** The advertising space used by the Grand Palais therefore occupies a surface area of 540 sq. m. over a total area of 6,000 sq. m. of scaffolding.
- **The installation of a creative covering, in connection with the monument.** Specially designed for the Grand Palais, this canvas cover, designed by BETC EURO RSCG for Air France, was created to celebrate Air France's 75th anniversary. On the remaining free surface, the cover graphically copies the building's façade.
- **Allocation of the fee to the restoration of the Monument.** The fee paid by Air France will be used for the restoration of the Alexandre III Rotunda, scheduled for 2009.

Presided by Yves Saint-Geours, the Grand Palais is a listed building. It was decided that it could be put to industrial and commercial use in 2007. In 2008, the Grand Palais launched an ambitious restoration and interior design programme with a view to offering over 10,000 sq. m of renovated areas to the public by 2010. The work on the façades facing the Seine will end in January 2009 and will complete the external restoration of the monument (an area of 1 km).

The Grand Palais entrusted the management and advertising sale of this operation to the company Escadrille, specialized in designing events and large-scale outdoor advertising.

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