



WYPLAY Secures 9 Million Euro Third Round Financing

Marseille, May 4, 2010. WYPLAY SAS, a pioneer in the development of the High-Definition Media Center, today announced it has closed a 9 million euro third round of financing.

Amundi Private Equity Funds, who led this 3rd round, was joined by A Plus Finance, Elaia Partners and Sofinnova Partners, Wyplay's second round lead investors reflecting their continued confidence in the company. Together with the two previous investment rounds totaling €14 million, the third round of investment brings the amount raised by Wyplay to €23 million over three years.

Independent, global, and internationally recognized, Wyplay provides state-of-the-art solutions for Connected-HDTVs, Media Center CE devices, HD IPTV boxes, HD Set Top Boxes, and in-home media-HDD products. Wyplay has to date experienced an immediate and remarkable success among international Tier 1 clients that include SFR-Vodafone, the world's 3rd largest IPTV operator, and D-Link, the leading end-to-end networking solutions provider for consumers and business.

“We are just simply impressed by the progress made by Wyplay in such a short period of time, especially considering the quality of brand names they have secured. The team, their vision, and their combined competencies are revolutionizing the CE Media Center ecosystem.” said Mathieu De La Rochefoucauld, Amundi Partner. “The products which will hit the market in mass production in September will prove that there is ‘*a before*’ and ‘*an after Wyplay*’»

“The continuous string of successes that Wyplay has created reinforces our initial, and continued belief in both this market and the Wyplay team” said Alain Tingaud, speaking on behalf of Wyplay's historic investors: Sofinnova, Elaia Partners, and A Plus Finance.

“Together with Sofinnova, Elaia Partners and A Plus Finance, we have built an international recognized company in the CE industry by delivering disruptive solutions to major international customers” said Jacques Bourginaud, Wyplay CEO. “This new round will enable us to expand our current offering by adding breakthrough web services including an Application Store and the aggregation of hundreds of on-line TV content providers.”

The transaction was led by Clipperton Finance, acting as Sole Manager. Clipperton Finance is a leading European corporate finance firm, with offices in London and Paris, specializing in mergers-acquisitions and financing rounds for high-technology and media companies.

For further information, please contact: Dominique Feral, EVP Marketing, WYPLAY SAS
Tel: +33 (0) 491 457 180, Mobile: +33 (0) 6 22 00 22 18
dferal@wyplay.com

About WYPLAY

At the very heart of Wyplay's offering is the Wyplay Modular Solutions (WMS), an embedded, robust, and full-featured HD software platform that provides the most complete range of functionality available in the market. WMS delivers unsurpassed connectivity and media playability. In addition to WMS's impressive technical and performance pedigree, Wyplay provides an elegant and intuitive 2D & 3D user interface that greatly contributes to the quality of experience for the most demanding customer.

To discover more about "The Art of TV-Centric Software", visit www.wyplay.com

About Sofinnova Partners

Sofinnova Partners is an independent venture capital firm based in Paris, France. For over 35 years, the firm has backed nearly 500 companies at different stages of development – pure creations, spin-offs, as well as turnaround situations – and worked alongside Europe’s key entrepreneurs in the technology, life sciences and cleantech sectors. With more than €1 billion of funds under management, Sofinnova Partners’ experienced team and hands-on approach in nurturing and supporting portfolio companies through to exit have created market leaders and multiplied revenues, from landmark historical investments including Genentech and Biogen to more recent successes such as Actelion, Vistaprint and CoreValve. With a global mindset, the firm has offices in Shanghai, China and a sister organization in San Francisco, California. Please visit www.sofinnova.fr for more information on Sofinnova’s team and portfolio.

About Elaia Partners

Elaia Partners is an independent venture capital firm focused on digital economy. It has over €70m under direct management and by delegation. The investment team works closely with the companies in its portfolio at all stages of development. Investments include Criteo, Goom Radio, NTR Global and Total Immersion. For more information, please visit www.elaia.com

About A Plus Finance

A Plus Finance is an independent private equity firm based in Paris. A Plus Finance invests in all innovative fields with a focus on information technology, e-commerce and sustainable development. Our team mixes entrepreneurs and finance professionals, thus bringing the managers an understanding of what good execution means and a long-term vision of exit strategies. Managing €270 million, A Plus Finance invests from €1 to €5 million per round of financing. For more information, please visit: www.aplusfinance.com

About Amundi Private Equity

Amundi Private Equity Funds, an Amundi asset management subsidiary, specialises in private equity and unlisted infrastructure investments. Combining a wealth of expertise in all aspects of asset management built up over more than 10 years, Amundi provides both institutional and individual investors with a wide spectrum of investment opportunities, ranging from direct fund investments in unlisted French and foreign companies to dedicated mandates and funds-of-funds for multi-management private equity and infrastructure investments.

With more than 60 professionals based in Paris, Bucharest, Cairo, Casablanca, Tunis and Warsaw, Amundi Private Equity Funds assists companies at all stages of their development, the key objective being to offer fund subscribers yields in line with the best in the industry.

At 31 December 2009, French and international subscribers had committed more than €3.7 billion to Amundi Private Equity Funds, making it a leading private equity player. The company owes its solid foundations to its positioning as part of a leading third-party asset management group of companies and to its membership of two international banking groups.

For more information, please visit: www.amundi-pef.com

About Clipperton Finance

Based in Paris and London, Clipperton Finance is a European corporate finance firm dedicated to the High Tech and Media industries. Clipperton is focused on start-up and high-growth companies in the Internet, Software, Telecom, Components, CleanTech, MedTech and Media spaces, advising them in their financial transactions: fundraising/capital increases and Mergers & Acquisitions. Over the past years the company and its team have successfully structured numerous high level international transactions in the European High Tech sector. For more information, visit www.clipperton.net.