



Press release

April 2008

Groupe SEB Australia Sponsors the French Film Festival

Groupe SEB Australia has announced that it is now the Gold sponsor of the French Film Festival for the next 3 years. The Festival is one of the largest and most popular film festivals in Australia and has a very strong following. It has been in Australia for over 15 years and it continues a strong tradition in screening popular French Films that cover comedy, romance, drama, action and short documentaries.

The Festival commences nationally on the 5th of March and ends on the 4th of April, with over 350 screenings. The event attracts over 70,000 attendees every year and attendances are always growing. This year will feature a

very strong line-up of artists featuring Juliette Binoche, Cecile de France, Catherine Deneuve, Sophi Marceaux, Christophe Lambert, Julie Depardieu to name a few.



According to Managing Director, Wivina Chaneliere, "The French Film Festival is a very important event and there are a number of strong synergies between the Tefal brand

and the Festival audience. The Festival will help to reinforce the quality and innovation of the Tefal brand across Australia and support all above-the-line activity we are currently undertaking. It will further extend our communication strategy and more importantly draw closer links between Tefal as a premium quality French brand."

Groupe SEB will also undertake a big consumer promotion to support its sponsorship initiative. Those consumers who purchase a Tefal product between the 1st of March and 16th of May will have a chance to win a number of prizes. The major prize being offered is a return trip to France for two, as well as many other exciting prizes including kitchen makeovers, electrical and cookware prizes. The total prize pool is valued at over \$100,000. Wivina Chaneliere comments, "It is exciting for Tefal to offer our retail partners a strong promotion which links Tefal to its roots as a French brand. This will also help to create an event in-store during a traditional slow trading period.

Tefal is a world leader in non-stick cookware and small electrical appliances, offering a host of stylish, high quality and innovative products designed to simplify everyday tasks in the home. Tefal's approach is one that evokes ingenuity and pleasure, aimed at people who enjoy the experience of cooking together.
