

## **WYPLAY Secures 10 Million Euro Second Round Financing**

Marseille, May 13, 2008. WYPLAY SAS, a pioneer in the development of High-Definition Media Center, today announced it has closed a 10 million euro second round of financing. Elaia Partners, who led this 2<sup>nd</sup> round, was joined by A Plus Finance and Sofinnova Partners, Wyplay's first round lead investor reflecting its continued confidence in the company. Together with its first round investment of 4 million euro in October 2006, the second round of investment brings the total amount raised by Wyplay to 14 million euro in the space of 18 months.

Wyplay, a French-based company founded in March 2006, develops a highly modular Media Center platform for OEM and ODM customers in four markets: Media HDD, DVD Player & Burner, ADSL TV decoder, and Connected TV. ABI Research forecasts the Media Center market at \$US 56 billion by 2010 with an annual growth rate of 49%. Wyplay has to date experienced an immediate and remarkable success among international clients with its first commercial product launch scheduled for the Fall of 2008 under leading brand names.

« Wyplay has more than confirmed its potential since our initial investment. The company is coming to market at the right time with the right products” stressed Alain Rodermann, partner at Sofinnova Partners.

« Together with Sofinnova, our initial investor, we developed and commercialized our first range of products. The proceeds from this new round of financing will enable us to accelerate our growth internationally, pursue our R&D vision, and consolidate our technological lead” said Jacques Bourginaud, Wyplay CEO. “We have created a Media Center that is considered the “world's best” among leading industry experts”.

« We are convinced that Wyplay will become an unavoidable and dominant player in the fast-growing and exciting Media Center market due to a unique product offering that finally meets the most demanding consumer standards in terms of ease of use, functionality, and design” explained Marie Ekeland, partner at Elaia Partners.

« The Media Center will penetrate all households, drawn in one axis by the convergence between the television, computer, and digital devices, and on the other with the arrival of high definition. Wyplay has a formidable technology lead along both of these axes due to its deeply experienced technical team coupled with a truly insightful view of the market that allows Wyplay to create and market highly differentiated products compared to its competition” said Jean-Michel Pimont, partner at A Plus Finance.

Throughout this second financing round Wyplay was closely advised by Clipperton Finance, a corporate finance firm, with offices in Paris and London, specializing in financing and mergers-acquisitions for high-technology and media clients.

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### **About WYPLAY**

WYPLAY is a pioneer in the development of consumer electronic products for the rapidly-expanding Digital TV market. WYPLAY addresses both OEMs and ODMs in the Retail and Operator markets with its leading Media Center platform targeting 4 product categories: HDD Media, DVD Player/Burner, ADSL TV decoders, and Connected TV. WYPLAY's offer spans software-only products to complete off-the-shelf products. All its products seamlessly integrate High Definition, absolute playability, wide connectivity, and intuitive and simple User Interface together. For more information, please visit [www.wyplay.com](http://www.wyplay.com)

### **About Sofinnova Partners**

Founded in Paris in 1972, Sofinnova Partners is one of Europe's leading independent venture capital firms. With 900M€ under management, Sofinnova Partners invests in early stage companies and corporate spin-offs in the technology and life sciences sectors – companies that have the potential to become tomorrow's global leaders. We have supported entrepreneurs in over 460 ventures throughout Europe and the United States, putting our expertise and international experience to work on their behalf. The companies in our portfolio also benefit from our collaborative relationships with an international syndicate of co-investors, including Sofinnova Ventures, our sister firm in San Francisco. For more information, please visit [www.sofinnova.fr](http://www.sofinnova.fr)

### **About Elaia Partners**

Elaia Partners is an independent venture capital firm focused on software-based technologies. It has over €50m under direct management and by delegation. The company works closely with the companies in its portfolio at all stages of development. Investments include Ornis, Criteo, NTR Global and Total Immersion. For more information, please visit [www.elaia.com](http://www.elaia.com)

### **About A Plus Finance**

A Plus Finance is an independent venture capital firm, based in Paris. A Plus Finance invests in all innovative fields with a focus on information technology. 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 €20 million, A Plus Finance invests from €1 to €5 million on a first round of financing. For more information, please visit: [www.aplusfinance.com](http://www.aplusfinance.com)