

Paris, March 9, 2009

**VIVENDI TO EMPHASIZE ITS POSITION
AS A WORLD LEADER IN COMMUNICATIONS AND ENTERTAINMENT
WITH ITS NEW ADVERTISING CAMPAIGN**

On March 9, 2009, Vivendi launches its new communication campaign. The campaign highlights in a clear and attractive way, the link between Vivendi and its multiple brands. It provides Vivendi with an opportunity to remind the financial community, opinion leaders and informed members of the public, of the rich diversity of its businesses, to emphasize its leadership positions in each business (Activision Blizzard: #1 in Video Games worldwide, Universal Music Group: #1 in Music worldwide, SFR: #2 in Telecoms in France, Maroc Telecom: #1 in Telecoms in Morocco, Canal+ Group: #1 in Pay-TV in France).

Created with BETC Euro RSCG, the campaign features the Group's different businesses: each illustrated by a planet. Together, these planets make up the Vivendi galaxy: an ecosystem of complementary activities under the banner of communications and entertainment.

Vivendi's brands are represented in a vivid and entertaining way. The visuals were developed in detail to give everyone the curiosity and pleasure of plunging into different worlds.

The design and production of these visuals were entrusted to various graphic designers and illustrators in Paris, Madrid and Milan.

This campaign will first run in the print press (daily, news and financial) in France and the UK.

Vivendi will also sponsor, from March to January 2010, the television program "C'est au Top" on the French news channel i>Télé, a Canal+ Group news channel which broadcasts on TNT, cable and satellite.

Advertising campaign web site: <http://www.vivendi.com/advertising/>

About Vivendi

A world leader in communications and entertainment, Vivendi controls Activision Blizzard (#1 in video games worldwide), Universal Music Group (#1 in music worldwide), SFR (#2 in mobile and fixed telecom in France), Maroc Telecom (#1 in mobile and fixed telecom in Morocco), Canal+ (#1 in pay-TV in France and Poland) and owns 20% of NBCU (leading U.S. media and entertainment group). In 2008, Vivendi achieved revenues of 25.4 billion euros and adjusted net income of 2.7 billion euros. With operations in 77 countries, the Group has about 44,000 employees. www.vivendi.com