



Technicolor Partners with Creative Bridge ***Launches Technicolor Creative Bridge On-Location Services***

Burbank, CA — April 16, 2007 —Technicolor Content Services, part of the Services division of Thomson SA (Euronext Paris: 18453; NYSE: TMS), today announced the expansion of its creative services capabilities with a strategic partnership with Creative Bridge Inc., a pioneer in location-based production services. This investment in location-services is in direct response to continued demand for Technicolor's industry-leading services and offerings, including digital dailies, on-set real-time color-timing through Technicolor Digital Printer Lights™ (DPLights), digital intermediate and a wide array of industry-leading post-production capabilities.

"With the advent and huge expansion of digital tools and services, including electronic cinematography, our Digital Printer Lights system, etc., we've experienced a strong demand for location-based services," noted Ahmad Ouri, president of Technicolor Content Services. "Clients want the efficiencies of making post-production decisions earlier, during principal photography, and having these decisions carry through seamlessly during the final DI process. Creative Bridge has been a leader in look creation and pre-post workflows in this market. We can now truly *bridge* the Technicolor experience for filmmakers from on-set to on-screen. Creative Bridge is a natural fit within Technicolor's vision."

Creative Bridge's Brian Gaffney and Dan Lion will join Technicolor to oversee the new "Location Services" group. They will leverage Technicolor's Academy Award®-winning color science, industry-leading digital intermediate capabilities of Technicolor Digital Intermediates as well as the team at Technicolor's global post-production services group.

"We founded Creative Bridge to seamlessly span production and post-production, but we're finding that many of our clients want us to work with them through the completion of their project", said Creative Bridge co-founder Gaffney. "There is no better name in color, dailies, post-production, or DI than Technicolor." Co-founder Lion added, "Technicolor is synonymous with quality in color science. With the multitude of new high-resolution data cameras on the market, their knowledge and experience is essential to achieving a desired look not only during production but also during DI, and final film-out. Technicolor-Creative Bridge location-services will replicate the director and cinematographer's vision - from production to final product - with rock solid accuracy while streamlining the process."

Creative Bridge launched the first Mobile Digital Lab and Theater (MDLT) at NAB 2006. The MDLT has been utilized for theatrical, television and commercial projects and recently wrapped the ESPN mini-series, "The Bronx is Burning". The MDLT provides a full complement of services ranging from 4:4:4 data capture and cloning to "look design" and display, plus editorial prep by creating HD and SD down converted tapes or direct to disk file transfers. With a 1920 X 1080

calibrated projector on board, the MDLT allows directors and cinematographers to instantly see full resolution dailies directly on location, before the set is even struck.

Technicolor's Digital Printer Lights™ system is a unique tool that allows cinematographers and directors to create and apply looks on set in a non-destructive fashion while preserving the original digital master. These looks are then brought back to Technicolor's certified facilities for online finishing, a full digital intermediate process, VFX and final film-out and archiving.

Technicolor Creative Bridge on-location services will offer certified workflows from camera to screen to support productions and filmmakers worldwide. Certified training programs will be offered for qualified crew and assistants.

About Technicolor Content Services:

Part of the Services division of Thomson, Technicolor Content Services provides world-leading, state-of-the-art preproduction, production, postproduction, and post postproduction services to major Hollywood film studios, independent filmmakers, cable and television networks, and commercial advertisers. With facilities located in major film, cable, and television production centers around the world, Technicolor Content Services offers a wide range of capabilities, including DVD compression, authoring, menu design, and localization; video on demand (VOD) encoding; episodic television and commercial advertising completion; digital intermediates, high-definition dailies processing; 2-D and 3-D visual effects; digital previews; video game development, design, and localization; sound design, recording, and mixing; multilingual subtitling, captioning, and localization; and film and audio restoration and preservation. For more information:

About Creative Bridge:

Based in Los Angeles and New Orleans, Creative Bridge provides state of the art mobile digital lab and theaters at location as well as HD equipment rental and technical and creative support for the digital intermediate process. The company was founded by Brian Gaffney and Dan Lion, drawing on their extensive sales and management experience with companies including Kodak, Discreet (Autodesk,) and MTI Film. Creative Bridge's mission is to provide the highest quality products at competitive prices to support the DI process. Brian, Dan, and the Creative Bridge team are highly focused on providing outstanding service as well as the right tools and support to help their clients succeed. For more information, visit the company's website at www.creativebridgeinc.com.

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