

PRESS RELEASE

**DEMOS LAUNCHES THE FIRST E-LEARNING PLATFORM
FOR LOCAL COUNCILLORS**

Paris, 9th April 2008

During a press breakfast at the French Senate, Demos – one of the continuing education leaders in France and Europe - announced today the launch of its “Pack Formation Elu 2008” (2008 Councillor Training Pack) via its subsidiary France Action Locale, which specialises in training local councillors. This training pack is the first e-learning platform dedicated to local councillors.

This platform was designed following a unique educational model, which offers progressive learning. It is an online auto-training platform and is specifically tailored to the needs of local councillors in order to enable them to fast become operational in an environment that has become highly complex. The method is made up of short learning modules – around 40 minute sessions – that are accessible 24 hours a day from the workplace on France Action Locale’s website: www.inform-elu.com. This training platform is designed to truly facilitate local councillors’ training. Each module includes actual learning modules (texts, graphics, illustrations), question & answers, and a full glossary. Furthermore, self-assessment is possible at each stage of the ‘course’ to enable the training scheme to be adjusted to each councillor and to ensure that the minimum knowledge is fully understood.

The “Pack Formation Elu 2008” is made up of 120 knowledge-units and covers 12 major themes:

- Local Budgets and Finance
- The Practicalities of State Contracts
- Security and Prevention
- Environmental Law and Management
- Sustainable Development
- Urbanism and Planning & Development
- Management and Control of Non-Profit Organisations
- Management and Control of Satellites
- Management of Local Human Resources
- Day-to-day Europe
- Councillor Environment
- “General Knowledge” Bonus

Jean Wemaëre, Chairman and CEO of Demos, comments: *“This online training platform constitutes an innovative offer that meets a real demand of local councillors, and that contributes to improving state governance on a local level. Implementing it was made possible by pooling Demos’ competences and MOS’ technological tools; MOS being the Swiss e-learning software publisher that Demos acquired in January 2008. This truly displays the considerable synergy opportunities between the two groups.”*



About Group Demos

A reference player focussed on operational skills and the economics of knowledge

Demos Group is a global player in continuing education. Based on its core business, continuing education in all its forms (actual person to person training and distance learning), Demos has developed innovative and complementary training methods such as e-learning. Other activities relevant to the economics of knowledge also enrich the Group's offer, and in particular competence-management consultancy and the distribution of educational content.

An activity whose model is a success and can be duplicated outside France

Demos is present in 16 countries and in France's major towns. The Group has successfully combined substantial organic growth with an efficient external growth policy, which now enables it to both offer its existing clients support outside France as well as to develop new local international clients. The Group's market is flourishing, its offer is diversified, its standards in terms of quality are high, it is permanently innovating and the business model is both flexible and high-performance, all of which render this Group one of the reference players in vocational training.

Regular and profitable growth

In 2007, Demos Group generated revenue of 78.3 million euros, a 34% growth compared to 2006, for an operating income of 7.4 million euros and net income group share of 3.7 million euros (after €0.8m amortisation of goodwill). Since the beginning of 2008, Demos has acquired the British group Hemsley Fraser – one of the UK leaders in vocational training, also present in the United States - the Czech Pragoeduca - one of the continuing education leaders in the Czech Republic - and the Swiss MindOnSite (MOS) - specialised in e-learning and publisher of MOS Chorus, one of the LCMS (Learning Content Management System) leaders in France and Switzerland. Demos has also signed a number of contracts for a total of 28.7 million euros over 4 years within a call for tenders launched by the European Commission to train its members.

**Demos is listed on Euronext Paris' Alternext
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