



SOCIÉTÉ DE LA
TOUR EIFFEL

A French Société anonyme with capital of € 249.132.144
Headquarter : 20-22 rue de la Ville l'Évêque - 75008 PARIS
572 182 269 RCS PARIS

Description of the share buyback program

**Established in accordance with article 241-2 of the General Regulation of the
Autorité des Marchés Financiers**

1- Date of the shareholders meeting authorizing the share buyback program

Ordinary and extraordinary shareholders meeting held on March 29, 2007

2- Number of shares and percentage of issued capital held directly or indirectly by Société de la Tour Eiffel

No share of Société de la Tour Eiffel is directly or indirectly held by the Company as of June 28, 2007.

3- Objectives of the shares held by the Company as at June 28, 2007

Non applicable

4- Review of the objectives of the share buyback program authorized by the Shareholders Meeting dated March 29, 2007

- to manage the market activity or liquidity of the company share by an investment services provider acting independently in connection with a liquidity agreement pursuant to the ethics charter of the French Association of Investment Firms (Association Française des Entreprises d'Investissement or AFEI), recognized by AMF ;
- to implement any stock option plan to directors, officers or employees of the Company or companies that are affiliates pursuant to Articles L.225-177 and following of the French Commercial Code, or implement any free shares plan granted to employees or officers of the Company or companies that are affiliates, pursuant to Articles L.225.197.1 and following of the French Commercial Code ;

- to use the purchase shares in exchange for or as payment in connection with external growth transactions.

5- Shares concerned by the buyback program

Shares of Société de la Tour Eiffel quoted on Eurolist B - Euronext Paris (ISIN FR 0000036816).

6- Maximum number of shares that may be acquired by the buyback program

The maximal number of shares that could be acquired by the Company through the present buyback program amounts as of June 28, 2007, to 519,025 shares, i.e. 10 % of the Company's share capital.

7- Investment services Provider

Natexis Bleichroeder, a NATIXIS subsidiary.

8- Maximum authorized purchase price

The maximum purchase price per share is € 175 ; the total amount cannot exceed € 90,829,375.

9- Duration of the buyback program

The duration of the share buyback program authorized by the shareholders' meeting held on March 29, 2007 is equal to a period of eighteen months as of this date, ie until September 29, 2008.

This description will be published according to the law. It is freely available at the Company's headquarters, 20/22 rue de la Ville l'Evêque 75008 Paris - France, and can be consulted on the websites of Société de la Tour Eiffel (www.societetoureiffel.com) and of AMF (www.amf-france.org). It is also available on request.

Contacts :

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