



SOCIÉTÉ DE LA
TOUR EIFFEL

Public Limited Company with board of directors with capital of €27,165,180
Registered office: 20-22, rue de la Ville l'Evêque, 75008 Paris
572 182 269 Register of Trade and Companies Paris

Description of the share buyback program

**Drawn up in compliance with article 241-2 of the General Rules of Autorité des
Marchés Financiers**

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

Ordinary and extraordinary shareholders' meeting held on May 14th, 2009

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

As of May 31st, 2009, Société de la Tour Eiffel directly or indirectly held 103 196 shares.

3- Breakdown by objectives of the shares held by the Company as at May 31st, 2009

- liquidity agreement: 8 303 shares
- stock options or free shares: 35 701 shares
- if the case arises, acquisition (external growth) in exchange for shares : 59 192 shares

4- Objectives of the buyback program

- to cover the stock options or free shares or convertible debts into shares,
- to use shares in exchange for or as payment of any future acquisition (external growth),
- to manage the market activity and the liquidity of the company shares by an investment services provider through a liquidity agreement,
- to cancel the acquired shares.

5- Shares concerned by the buyback program

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

6- Maximum number of shares

The maximal number of shares that could be acquired by the Company through the present buyback program amounts to 10 % of Société de la Tour Eiffel share capital.

7- Investment services Provider

Natixis Securities.

8- Maximum authorized purchase price

The maximum purchase price is fixed at € 90 per share.

9- Duration of the buyback program

The buyback program is implemented for a period of eighteen months beginning at the date of the shareholders' meeting held on May 14th, 2009 and ending on November 14th, 2010.

10- Review of the previous share buyback program

Percentage of capital owned directly or indirectly (number of shares + percentage) at the beginning of the previous program	107 977 / 2.08 %
Number of shares cancelled in the last 24 months	0
Number of shares in the portfolio as of May 31 st , 2009 (number of shares + percentage)	103 196 / 1.99 %
Book value of the portfolio as of December 31 st , 2008	4 379 142 €
Fair value of the portfolio as of May 31 st , 2009	2 818 283 €

	Aggregate Movements *			Open positions at the date of the publication of the share buyback program			
	Purchases	Sales	Transfers	Open buy positions		Open sell positions	
Number of shares	131 353	126 934	92.00	Purchase options purchased	Forward purchases	Purchase options sold	Forward sales
Average maximum maturity							
Average transaction price	41,17 €	39,77 €	N/A **				
Average exercise price							
Amounts	5 407 407,34 €	5 048 046,47 €	N/A **				

* from July 1st, 2008 to May 31st, 2009

** free shares allocation

This description has been transmitted to AMF (Autorité des Marchés Financiers). 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). A free copy is available on request.

Contact :

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