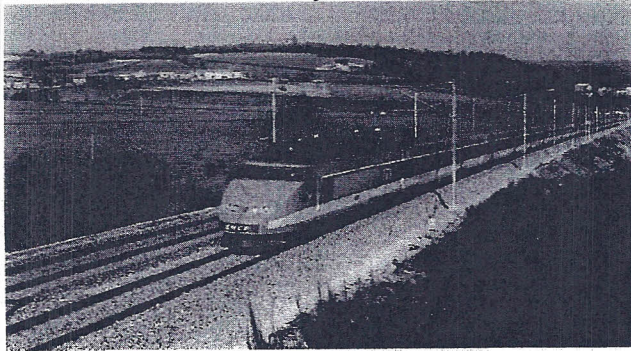


# French: The Language of the Past, Present, and Future!

## Why Study French?



53 countries on every continent use French



The TGV- the world's fastest rail train

In today's increasingly competitive world market, advanced technologies and globalization have made international communication a necessity. French, along with English, is a truly global language—over 250 million people in 53 countries on every continent speak French. France and French-speaking countries are leaders in many technical fields such as transportation and aviation. The world's fastest rail train (*the TGV*), largest commercial jet (*Airbus A380*), and most widely used satellite rocket launcher (*Ariane*) are all French-made.

In addition to the 13 Nobel Prizes in Literature, there have been 15 French-speaking Nobel Laureates in Medicine, 9 in Physics and 8 in Chemistry. The US exports more to countries having French as a national language than to countries having any other foreign language. More US students study French than every language other than Spanish combined. The US is the largest direct investor in France and France is one of the three largest investors in the US. Among foreign countries doing business in the US, France employs the third largest number of Americans.

## French Owned Companies and Brands in the US

- **Airbus**
- **Allegra** (Aventis Pharmaceuticals)
- **Amtrak Acela** (Alstom)
- **American Photo Magazine** (Hachette Filipacchi Media)
- **Beefeater** (Pernod Ricard)
- **BancWest** (BNP Paribas)
- **Bell Labs/Lucent Technologies** (Alcatel)
- **BF Goodrich Tires** (Michelin)
- **BIC**
- **Blizzard Entertainment** (Vivendi Universal Games)
- **Boating Magazine** (Hachette Filipacchi Media)
- **Bravo** (Vivendi Universal\*)
- **Bushmills** (Pernod Ricard)
- **Car and Driver Magazine** (Hachette Filipacchi Media)
- **Chivas Regal** (Pernod Ricard)
- **CNBC** (Vivendi Universal\*)
- **Crystal Springs** (Danone)
- **Cycle World Magazine** (Hachette Filipacchi Media)
- **Dannon** (Danone)
- **Decca Records** (Vivendi Universal)
- **Deutsche Grammophon** (Vivendi Universal)
- **DKNY** (LVMH-Moët Hennessy- Louis Vuitton)
- **ELLE Magazine** (Hachette Filipacchi Media)
- **Evian** (Danone)
- **Focus Features** (Vivendi Universal\*)
- **Geffen Records** (Vivendi Universal)
- **Glenlivet** (Pernod Ricard)
- **GRP Records** (Vivendi Universal)
- **Hennessy** (LVMH-Moët Hennessy- Louis Vuitton)
- **Home Magazine** (Hachette Filipacchi Media)
- **Interscope A&M Records** (Vivendi Universal)
- **Island Def Jam Music Group** (Vivendi Universal)
- **Jameson** (Pernod Ricard)
- **Kahlua** (Pernod Ricard)
- **Krups** (Groupe SEB)
- **Lea & Perrins/Worcester** (Danone)
- **Lost Highway Records** (Vivendi Universal)
- **Magellan GPS** (Thales/Alcatel)
- **Martell** (Pernod Ricard)
- **Massive Entertainment** (Vivendi Universal Games)
- **MCA Nashville** (Vivendi Universal)
- **Mercury Nashville** (Vivendi Universal)
- **Mercury Records** (Vivendi Universal)
- **Metropolitan Home Magazine** (Hachette Filipacchi Media)
- **Michelin Tires**
- **Mikasa Crystal**
- **Motel 6** (Accor)
- **Moulinex** (Groupe SEB)
- **MP3.com** (Vivendi Universal)
- **MSNBC** (Vivendi Universal\*)
- **mun<sup>2</sup> Channel** (Vivendi Universal\*)
- **Naya** (Danone)
- **NBC** (Vivendi Universal\*)
- **NBC Universal** (Vivendi Universal\*)
- **Nissan Motor** (Renault owns 30%)
- **Pernod Ricard**
- **Philips** (Vivendi Universal)
- **Polydor Records** (Vivendi Universal)
- **Popular Photography & Imaging Magazine** (Hachette Filipacchi Media)
- **Premiere Magazine** (Hachette Filipacchi Media)
- **Radical Entertainment** (Vivendi Universal Games)
- **RCA** (Thomson Electronics)
- **Red Roof Inns** (Accor)
- **Renault**
- **Road & Track Magazine** (Hachette Filipacchi Media)
- **Rogue Pictures** (Vivendi Universal\*)
- **SCI-FI Channel** (Vivendi Universal\*)
- **Seagram's** (Pernod Ricard)
- **Sheaffer Pen Company** (BIC)
- **Sierra Entertainment** (Vivendi Universal Games)
- **Sofitel** (Accor)
- **Sound & Vision Magazine** (Hachette Filipacchi Media)
- **Stolichnaya** (Pernod Ricard\*\*)
- **Stonyfield Farm** (Danone)
- **Swordfish Studios** (Vivendi Universal Games)
- **TAG Heuer Watches** (LVMH-Moët Hennessy- Louis Vuitton)
- **Technicolor** (Thomson Electronics)
- **Telemundo** (Vivendi Universal\*)
- **T-Fal/Tefal Cookware** (Groupe SEB)
- **Thales** (Alcatel)
- **Uniroyal** (Michelin)
- **Universal Motown Records Group** (Vivendi Universal)
- **Universal Pictures** (Vivendi Universal\*)
- **Universal Studios** (Vivendi Universal\*)
- **USA Network** (Vivendi Universal\*)
- **Verve Music Group** (Vivendi Universal)
- **Vivendi Universal**
- **Wild Turkey** (Pernod Ricard)
- **Wite-Out** (BIC)
- **Woman's Day Magazine** (Hachette Filipacchi Media)

\* An NBC Universal Company in which Vivendi Universal owns a 20% share and General Electric owns an 80% share

\*\* US distribution rights