

***Press release***

**PubliGroupe strengthens its management structures for the sale of advertising space in the electronic media**

**Christian Gartmann, Executive Director of SevenOne Media Switzerland and Sat.1 Switzerland, will be joining the PubliGroupe Management Committee on 1 January 2007, with responsibility for the "Electronic Digital & Interactive Media" business activities**

Lausanne, 29 June 2006 – In the past two years, PubliGroupe has broadened its activities to the electronic media sector and strengthened them greatly in the online field. The acquisition of cinecom (TV - cinema - adscreens) in 2004, the creation of web2com (online - mobile) and that of a cross-media unit in 2005 and the acquisition of Radiotele (radio - regional TV - Teletext) in June 2006 enable it to sell advertising space in a comprehensive range of electronic and interactive media.

PubliGroupe anticipates substantial growth of these different activities and companies alongside its businesses in the press and directories fields. The implementation of an ambitious strategy requires structures to be put in place at group level. The Board of Directors has therefore decided to create the new position of Director of "Electronic Digital & Interactive Media" activities in the Group Management Committee.

It has appointed Mr Christian Gartmann to fill this position. He will be joining the Group Management Committee on 1 January 2007 at the latest. Born in 1965, Swiss citizen, Mr Gartmann has extensive experience of the electronic media. After taking a school-leaving certificate in economics, Mr Gartmann studied business management at St Gallen University and soon began a career in the world of radio. In the autumn of 1996, he took over the management of Radio Z in Zurich which he successfully repositioned with its audience and on the advertising market. In 2000, he was put in charge of SevenOne Media Switzerland and Sat.1 Switzerland. In that capacity, he is responsible for the ProSieben, Sat.1 and kabel eins advertising windows in Switzerland, for the Sat. 1 Swiss programmes and for marketing the Swiss Teletext and Internet platforms of the group. He is a well-known figure in the branch. In particular, he was one of the founders of the Crossmedia-Symposium.

Mr. Stefan Staub, Project Manager for "electronic media", who has been responsible for the successful developments that PubliGroupe realized in this field up to now, will be assigned to other important managerial tasks within the Group after a transition period.

For further information:

PubliGroupe Ltd.

Hans-Peter Rohner

Tel: ++ 41 21 317 72 02

e-mail: [info@publigroupe.com](mailto:info@publigroupe.com)