

Media Release

Publicitas and Tamedia to enter into new Agency Agreement

Lausanne and Zurich, 21 December 2007 – Publicitas and Tamedia have entered into a new agency agreement, which will take effect 1 January 2008. The agreement incorporates recent developments in advertising management services, especially due to new competitors on the Internet, and replaces the current agreement of the year 2005.

The agency agreement of Publicitas and Tamedia establishes a sustainable basis for the relationship between the two companies and enables advertising clients to continue booking all Tamedia titles through the Publicitas network.

Further information:

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