

Press Release

Publicitas new single brand for the all-media sales activities of PubliGroupe

Lausanne, 12 September 2007 - "Media Sales", the new all-media sales organisation defined in the strategic orientation of PubliGroupe, will develop its market activities with the brand Publicitas. 9 brands used today by PubliGroupe for media sales activities all over the world will progressively be merged into the traditional, but new designed Publicitas brand. This means that the current brands cinecom, Mosse, Publiconnect, Publimag, Publimedia, Publicitas Promotion Network, Radiotele and web2com will be merged with the brand Publicitas within the next 2 years. The new branding structure will be introduced starting Spring 2008.

"The new Publicitas will of course share the print focus of today's Publicitas, but it will be entirely renewed", comments Hans-Peter Rohner, CEO PubliGroupe. "Some brands will disappear, but of course the know-how and commitment of the sales teams specialized in each media they sell today will remain on board together with the values behind these 9 brands".

The physical presence of Media Sales in Zurich, the biggest media market in Switzerland, will have a new start in Spring 2008. The Media-Sales-Units spread today in 5 different locations in the Zurich area will come together in the new and modern business building "Baslerpark" located at Zurich - Baslerstrasse. This building will also be home of the Publicitas support services for its companies established in 21 countries.

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