

Press Release

PubliGroupe announces a new management structure for its largest business segment, Media Sales, effective January 1st, 2008

Lausanne, 21 August 2007 – **PubliGroupe's new strategic orientation is moving ahead with the announcement of the new management for the newly designed business segment, Media Sales, as of 2008. Under the leadership of Robert Schmidli all sales activities of PubliPresse (Publicitas, Publimedia, Publimag, Mosse Media), the international network Publicitas Promotion Network and the electronic and digital media companies (cinecom, Radiotele, web2com, Crossmedia) will be integrated within this business segment.**

The management structure for Media Sales will have four operational divisions with geographical areas in Switzerland, Europe, Asia/Pacific and the Americas with the following support services units: "Media Partners Relations & Marketing", "Business Engineering", "Strategy Development Media Sales", "Finance & Controlling" and "Human Resources". This organization will become effective on January 1st, 2008. The current organizational structure will remain in place until December 2007.

Thomas Bargetzi (47) is appointed CEO/Sales Director Switzerland. In this function, he will be responsible for all sales activities in Switzerland. Thomas Bargetzi has worked over the past 6 years as an independent professional. He has a wide range of national and international marketing and sales experience in various industries. In previous years he had successfully worked for the daily newspaper "Süddeutsche Zeitung" in Munich and "Europa-Fachpresse-Verlag". On behalf of PubliGroupe, Thomas Bargetzi is co-responsible on a consulting basis for the project "Dynamic Pricing".

Following the restructuring of the region "Americas", **Grace Palacios** (48) has been appointed CEO Americas. Until now, she has been successfully leading Publicitas Latin America. Effective January 1st, 2008, she will take the additional responsibility and management of all Publicitas companies in USA and Canada.

Anthony Turner (53) and **Moritz Wuttke** (42) will keep their current CEO functions for Europe and Asia/Pacific.

The support service unit "Media Partners Relations & Marketing" will be lead by **Christian Gartmann** (42). Since January 2007 he was "Head of Electronic/Digital & Interactive Media" of PubliGroupe. He will be responsible for all Media Sales marketing activities and the relations with our media partners. He will also coordinate the international growth of cross-media activities.

Markus Bieri (41), current CEO Publicconnect will lead "Business Engineering". He will be responsible for the adaptation and development of business processes and IT systems in conjunction with the strategy of business segment Media Sales and manage the portfolio of defined Business Engineering projects.

"Finance & Controlling" will be lead by **Lionel Flückiger** (39) effective January 1st, 2008. He joined PubliGroupe as an international finance expert in 2001. Since September 2003 he has held the position of CFO and in addition since January 2006 the role of COO for Publicitas Promotion Network.

"Human Resources" will be lead by **Thierry Schmid** (36). He joined our company Consultas in May 1999 and is today a member of its management and responsible for HR and Administration of this entity.

The support service "Strategy Development Media Sales" will be lead by **Tim Dührkoop** (36). He worked from May 1997 until August 2006 at our company - namics – ending as Manager of the Swiss Market – and since September 2006 he was working for PubliGroupe in the USA.

"I am pleased that we were able to form such an outstanding management team for Media Sales – by far the largest of our segments – with young talented and experienced professionals and mostly recruited from internal positions" comments Hans-Peter Rohner, CEO PubliGroupe. Based on these decisions and nominations, we will continue to build the organisation of the Media Sales segment, under the dynamic leadership of its CEO Robert Schmidli. During the coming weeks, we will focus on the design of the sales structures for the Swiss market and the branding strategy."

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