

Media release

PubliGroupe strengthens market presence in China

Strategic alliance with leading Chinese advertising sales group “City Media”

Lausanne, 20 December 2007 – **PubliGroupe, a leading sales organization for commercial communication in Switzerland, is continuing to build up its international business. It is setting up two joint ventures with Chinese advertising sales group City Media to sell classified ads for daily newspapers in Shanghai and Beijing. As part of this strategic partnership, PubliGroupe will acquire a 10% stake in City Media. PubliGroupe’s Media Sales division will be responsible for developing these activities.**

PubliGroupe has been active on the Chinese mainland since 1998, employing about 70 staff in sales offices in Beijing and Shanghai. The agreement with City Media significantly strengthens PubliGroupe’s presence in China, creating a platform from which to profit from the fast-growing Chinese newspaper market.

City Media employs about 2,000 people in 22 Chinese cities. These specialize in classified ad sales for 28 newspapers. The joint venture for Shanghai, in which PubliGroupe is taking a 51% stake and City Media 49%, and the one in Beijing (City Media 51%, PubliGroupe 49%), also cover classified ad sales for the leading English-language newspaper “Shanghai Daily” and for the two new free papers distributed on the Shanghai and Beijing subway.

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