

## ***Media release***

### **NZZ Mediengruppe and Publicitas Ltd. renew strategic partnership**

Zurich, 7 December 2009 – NZZ Mediengruppe and PubliGroupe/Publicitas Ltd. are renewing their strategic partnership in print media sales.

After comprehensive analysis and development of new media sales concepts, NZZ Mediengruppe has decided to renew – for several years – all existing media sales contracts for the print publications of its companies in Zurich, St. Gallen and Lucerne.

This decision represents a major step for Publicitas on the way to implementing its new business model. Publicitas will continue to reinforce its sales structures for NZZ Mediengruppe publications, and will invest substantial resources to establish and develop digital workflows over the coming years.

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