



Edipresse makes important strides in its global luxury strategy

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Following the creation of Edipresse Luxes, a new entity dedicated to the world of luxury, Edipresse moves closer to becoming a major world wide publisher in high end watch making magazines. Focus Ediciones, an Edipresse subsidiary company in Spain, plans a spring 2008 launch of the Spanish edition of Revolution and Edipresse Konliga, the Russian subsidiary of the Swiss based media and communications group Edipresse is in the process of acquiring a majority stake in the Russian luxury publishing house, Fine Life Media LLC.

Focus Ediciones, a leading Spanish magazine publisher in the men's and luxury segments, will be launching the Spanish edition of Revolution.

With its various European, American and Asian editions, Revolution has become the watch industry's publication of reference. The magazine is renowned for its in-depth and specialized editorial content as well as its elegance and resourcefulness. Considered as a watch making life style magazine, Revolution offers international high-end brands a unique platform to communicate the philosophy, creativity and talent which go into manufacturing luxury watches.

The response from advertisers to the planned arrival of Revolution in Spain has been overwhelmingly positive. Focus Ediciones has organized several events during the month of October in Madrid and in Barcelona, and the most important watch brands have given commitments to be in the first edition.

The Revolution team includes the Swiss born René Vuistiner, who will be the Publishing Director, and who is a recognized expert in up market watches with a long standing career in the sector's specialized press. In addition to overseeing the magazine, he is also in charge of this business area for all Focus Ediciones' publications. Mamen Cascajares, Revolution's Advertising Director, is accredited with an impressive sales experience track record in various luxury magazines.

Revolution will be published as a quarterly. It will be distributed in selected points of sales all over Spain as well as in the most exclusive jewelry stores, auction houses, collectors' clubs, VIP airport lounges and private airline companies.

Revolution Spain is the third Edipresse license edition of the publication, following Hong Kong and China.

Edipresse Konliga is acquiring a majority participation stake in **Fine Life Media LLC**. Fine Life Media is a specialized watch making and luxury products magazine publisher which holds the license for the acclaimed Revolution publication. The transaction is expected to be completed by the end of the year.

Co-founder of the Fine Life Media and Editor-in-Chief of Revolution magazine Denis Peshkov will assume the role of Chief Executive Officer of the company. The President of the Edipresse Konliga Alexander Kolosov will be the Chairman of the Board of Directors.

Denis Peshkov feels strongly that the partnership with Edipresse is a natural fit. 'Being a Swiss company, located in the heart of the watchmaking industry with several watchmaking magazines in their portfolio, Edipresse has the know-how and track record which will help us grow. Moreover, as they publish Revolution in other markets, this experience will be invaluable to Fine Life Media. We are now a business team of like-minded people working together to promote a consumer culture and appreciation of luxury watches in Russia'.

Alexander Kolosov believes that Fine Life Media and Revolution will quickly become the leading Russian publication dedicated to mechanical luxury watches. 'Fine Life Media is young, dynamic and has already illustrated its understanding of this quickly growing sector in Russia. We look forward to working with the team in expanding their activities, especially in the area of digital publishing.'

About Edipresse Group

Edipresse Group is an international media and communications company headquartered in Switzerland. The Group is active in newspapers, magazines and electronic publishing. It publishes over 180 titles and websites, and employs 3,500 people. Edipresse is present in 20 countries and territories; the company has operations in Switzerland, Spain, Portugal, France, Poland, Ukraine, Russia, Romania, and several Asian countries such as China (including Hong Kong and Macau), Singapore, Philippines, Malaysia and Thailand.

About Focus Ediciones

Focus Ediciones, an Edipresse Group 60% owned subsidiary, has been active in the Spanish market since 1992 and publishes the following men's and luxury magazines: DT (Down Town), Nox, Stuff, FHM and Citizen K.

About Edipresse Konliga

Edipresse-Konliga is one of the largest magazine publishers in Russia with over forty titles and an annual print-run of over 22 million copies. Edipresse Konliga commands a strong market position in several consumer magazine segments including women's advisory, parenting, home and design and knitting and needlecraft and the arts. Some of its best known magazines are 'Samaya' (for active young women), 'Liubimaya Dacha' (a country home & design guide), 'Mama, eto Ya!' (parenting) and 'Sabrina' (a popular knitting magazine). Edipresse-Konliga also publishes several key business-to-business magazines for the fashion and textile industry, as well as books and yearly digests and guides.

About Edipresse Luxes

Edipresse Luxes is an international multimedia entity, dedicated to the world of high-end watch making and luxury. Edipresse Luxes offers advertisers and consumers a range of complementary products including print, custom publishing, events and online. Based in Geneva, Edipresse Luxes groups together Edipresse's high-end magazines and products: Tribune des Arts, the monthly magazine on the arts and watch making; Citizen K, a reference point in the fashion world, published in Paris and present in the Spanish and Russian markets; Gmt, a specialized watch magazine, distributed in Switzerland, Russia, Ukraine and the United States; the website, Worldtempus, the complete encyclopaedia on luxury watch making; and the Grand Prix de l'Horlogerie (Geneva Watch Making Grand Prix), which honours each autumn the world's most prestigious watches. Edipresse Luxes is also responsible for developing relationship with Revolution International Limited.

About Revolution International Limited

Revolution Magazine is dedicated to connecting the traditional values of high-end watch making with the vibrant consumer culture of today. Revolution is an integrated lifestyle magazine where the vision of the dream life is one in which the mechanical watch is the ultimate high-luxury symbol. Described by Time Warner executives as "the Wallpaper of Watches," Revolution Magazine was founded in 2004 and is currently distributed in the United States, Singapore, Malaysia, Russia, Kazakhstan, Italy, Hong Kong (November), China (December), and Spain (March 2008).

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