



Le Matin Bleu: clearly ahead



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Le Matin Bleu **continues its growth and confirms its leading position in the Swiss-French region ahead of** 20 Minutes, according to the latest figures from REMP (the certification body of audience figures for Swiss media). From October 2006 to September 2007, 24heures, Le Matin Dimanche and most of the Edipresse Group's magazines registered stable audience numbers.

With an average of 469'000 readers, a jump of over 50%[1] in a year,

Le Matin Bleu confirms its leading position in the dailies market in French-speaking Switzerland and clearly outpaces 20 Minutes.

Le Matin semaine, with 296'000 readers, remains the leading paid-for daily on the market, followed by 24heures (241'000 readers) and La Tribune de Genève (154'000 readers)

Globally,

Le Matin Bleu with its 160'000 new readers in a year, and the stability of 24heures, allowed the Edipresse Group to reinforce its audience share on the Swiss-French dailies market.

Top Deal, the combined advertising offer for Matin semaine and

Le

Matin Bleu, remains the most effective offering on the market, reaching 632'000 unique readers or over 46% of the region's 14+ population.

With 544'000 readers,
Le Matin Dimanche remains steady, whereas over the same period all three Swiss-German Sunday newspapers saw their numbers decrease by about 5%. The three principal magazines of the Edipresse Group,
Téle
top matin (471'000 readers),
Femina (447'000) and
TVguide (352'000) registered stable numbers, while
Terre & Nature, averaging 95'000 readers, experienced a 3% increase over last year.
Bilan, with 101'000 readers, saw a decrease principally in Geneva, whereas its audience grew in the Vaud canton, and global sales for 2007 were on the rise.

[1] October 2006-September 2007 as compared to October 2005-September 2006

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