



# Launching of Revolution Magazine in french



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Emetteur : Edipresse Group

**2 April, 2008 - Basel, Switzerland - From Singapore to New York, Madrid to Hong Kong, Moscow to Shanghai, Revolution is conquering the world's major watch markets. Edipresse Group's luxury multimedia entity, Edipresse Luxe and Revolution International Limited have signed an agreement to launch a Francophone edition of Revolution. Published on a quarterly basis, this edition will be distributed in Switzerland, France and Belgium in autumn 2008.**

*Revolution* is more than a simple watch magazine. This is a publication which brings together and unifies the passion which goes into watch making. The magazine is celebrated for its in-depth and specialized editorial content as well as its elegance and resourcefulness. Considered as a luxury watch lifestyle magazine,

*Revolution* offers international high-end brands a unique platform to communicate the philosophy, creativity and talent which characterize the manufacturing of luxury watches.

Michel Jeannot, world renowned and respected journalist in the watch industry, will take up the position of Editor-in-Chief. He will be supported by Caroline Gozzi, Deputy Editor-in-chief who also has a proven track record in publishing several high end lifestyle magazines. Philippe Perret Du Cray, who has had an extensive career in watch publications, will join the team as Product Manager.

The Francophone edition of *Revolution* is a further step in strengthening the cooperation between the Edipresse Group and Revolution International Limited. This is the fourth Edipresse license edition of the publication following Hong Kong and China which was launched in autumn of 2007 and a Spanish edition which saw its entry into the market this week.

Revolution International Limited and Edipresse are also working together to bring *Revolution* magazine to several additional major markets in 2008. The two companies have plans for a German edition, Dubai and Indian editions, and a Taiwanese edition. The

*Revolution* title is a perfect fit in Edipresse's global strategy to develop luxury upmarket watch magazines and multimedia products.

### **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 200 titles and websites, and employs 3,400 people. Edipresse is present in 15 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 Edipresse Luxe**

Based in Geneva, Edipresse Luxe is an international multimedia entity, dedicated to the world of luxury and high-end watch making, offering advertisers and consumers a range of complementary products and services including magazines (*Tribune des Arts*, *Citizen K* and *Gmt*), custom publishing, events (Le Grand Prix de l'Horlogerie de Genève) and online activities ([www.worldtempus.com](http://www.worldtempus.com)).

### **About Revolution**

*Revolution* Magazine is dedicated to connecting the traditional values of high-end watch making with the vibrant consumer culture of today. It 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. *Revolution* Magazine was founded in 2004 and is currently distributed in the United States, Singapore, Malaysia, Russia, Kazakhstan, Italy, Hong Kong, China, and Spain.

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