



Edipresse Online is born

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Emetteur : Edipresse Group

The Swiss print and media company Edipresse today announced that it is creating a new division, Edipresse On Line (EOL), which will be responsible for directing all the group's activities in the new technology field.

'Our ambition is to gain a leading position in this new market, both in Switzerland and internationally. Internet and the possibilities offered by other related new technologies are of capital strategic importance for the group's development', states a release from the company, which is the main publisher in French Switzerland.

Edipresse's internet site, www.edicom.ch, which was created 4 years ago and now boasts 5 million page accesses per month, will be a core part of EOL. The new entity will cover all new technology areas, however: Internet, wireless telephony, digital electronic media etc.

EOL is the Group's third division, alongside Edipresse Switzerland and its international activities.

EOL will be managed by Tibère Adler, previously a member of the Edipresse Switzerland management team. His first task will be to define the key development strategies for EOL.

This change also gives rise to a reorganization of Edipresse Switzerland, whose general management team will from now on comprise Paul Miskiewicz, General Manager, and Théo Bouchat, Director of Publications. They will be assisted by Kaspar von Hammerstein, who is appointed Company Secretary.

A new Periodicals department has also been created in the publications area and will be headed by Gérard Geiger, managing editor of Optima/Optipharm until now.

Contact us

For additional information, please contact:

http://www.edipresse.com/en/presse/communiqués_de_presse/2000/edipresse_online_est_ne

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