



Le Matin Bleu in 44 French-speaking localities

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Le Matin Bleu, the first free daily in the French-speaking part of Switzerland, will be distributed in 44 towns and localities from Geneva to Aigle, but also in Fribourg and Yverdon-les-Bains, announced officials of the paper at a press conference held today in Geneva.

The 100,000 or so copies of the first edition will be available from approximately 400 distribution boxes located essentially close to transport zones (railway stations, bus and tram stops) from 6 a.m.

A little more than half the copies will be reserved for the Greater Geneva area and more than a third for Lausanne and its suburbs. The daily will also be available for commuters catching trains from Yverdon, Fribourg and the Riviera-Chablais region.

An eventual extension of Le Matin Bleu's distribution zone to other Swiss-French towns, such as Neuchâtel, Bienne, Martigny and Sion, will be decided later.

Le Matin Bleu will come off the press for the first time on Monday, 31 October, as planned. The editorial team will start with about twenty people, for the main part journalists, and will be expanded in the coming months.

The intention of the Zurich Tamedia Group to launch a free daily in the French-speaking part of Switzerland in no way changes the strategy of Edipresse, who publishes Le Matin Bleu.

The new paper is aimed essentially at the young, urban and working population in the Lake Geneva region and, in due course, in all the main Swiss-French towns. As regards this publicity segment, Le Matin Bleu will propose the best market offer, complementing those of the Tribune

de Genève, 24 Heures and Le Matin Semaine and Dimanche.

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