



# Philippe Vignon joins Edipresse to head the development of the Group's Internet and Digital activities

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**In January 2008, Philippe Vignon - current commercial director and member of the board of directors of easyJet Switzerland - will join the Edipresse Group's Management team. He will become the Chief Executive Officer of Edipresse Digital, a new division in charge of defining the strategy and leading the development of the Group's international Internet and Digital activities. Philippe Vignon will report directly to Tibère Adler, Chief Executive Officer of the Edipresse Group.**

Creation of the Edipresse Digital entity in 2008

Edipresse Digital will formally be established in January 2008 and will regroup Edipresse's international Internet and Digital activities. The key sectors to be developed and launched will be women, family, health, luxury and « lifestyle » portals. The new division will also internationalise and export already successful concepts developed by Edipresse in certain local markets (such as Swissfriends, a meeting/ community site, or the Spanish portal for men elpolvorin.es).

In the quickly evolving world of media, Edipresse looks forward to welcoming a professional as experienced and as qualified in marketing, sales and business management as Philippe Vignon. His great personal and professional qualities, his excellent knowledge of media, as well as his solid experience especially at easyJet in creating new business models, building customer relations based on the Internet and on « low cost » management makes him an asset for the Group.

Editorial Notes:

Philippe Vignon, 40 years old, is from Geneva where he studied political science. He has worked in several industries and has held positions at Club Med, L'Oréal (Head of Marketing) and easyJet, after having considered joining the ICRC.

At easyJet Switzerland where he worked for 8 years (as Marketing Director and Member of the

Board of directors), Philippe Vignon contributed in a decisive way to the spectacular development of this « low cost » airline both in Switzerland and in several European markets.

**For further information:**

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<a href="#"><i>Photo of Philippe Vignon with Tibère Adler</i></a>
<a href="#"><i>Portrait of Philippe Vignon</i></a>
<a href="#"><i>Organisational Chart of Edipresse Group's Management Team</i></a>

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