



Edipresse Asia and Revolution International Limited are strengthening their cooperation

Date : 19 September 2007
Emetteur : Groupe Edipresse

Edipresse Asia and Revolution International Limited in the spirit of partnership, have decided to strengthen their cooperation. Following the signing of a license agreement whereby Edipresse Asia will be launching Chinese and Hong Kong editions of the renowned Revolution luxury watch magazine, Edipresse has taken a 10% equity stake in Revolution International Limited.

As part of this agreement, Revolution International Limited and Edipresse are also working together to bring *Revolution* magazine to several major European and Asian markets in 2008. The Edipresse Group firmly believes in the potential of Revolution, especially given its success in its home market Singapore as well as with some of its other international editions (Malaysia, USA, Russia). The *Revolution* title is a perfect fit in Edipresse's recently announced global strategy to develop luxury upmarket watch magazines and multimedia products.

Editor's notes:

About Edipresse Asia

Edipresse Asia is part of the Edipresse Group. Headquartered in Hong Kong, Edipresse Asia employs more than 200 people in Asia (Hong Kong, Singapore, Malaysia, the Philippines, China, Macau, Thailand and Korea). Edipresse Asia is the publisher of the Asia Tatler Group brand, the

leading high society and luxury lifestyle magazines. Edipresse entered the Asian market in 2005 through the acquisition of the Communications Management Limited (CML) in Hong Kong as well as its subsidiaries and assets in 6 other Asian cities. Since the acquisition, CML and its subsidiaries have been renamed using the Edipresse brand.

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 180 titles and websites, and employs 3,500 people. Edipresse is present in 20 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, the Philippines, Malaysia and Thailand.

About Revolution International Limited

Revolution Magazine is dedicated to connecting the traditional values of high-end watchmaking with the vibrant consumer culture of today.

Revolution 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. Described by Time Warner executives as "the Wallpaper of Watches,"

Revolution Magazine was founded in 2004 by Wei Koh and Bruce Lee and is currently distributed in the United States, Singapore, Malaysia, Russia, Kazakhstan, Italy, Hong Kong (November), China (December), and Spain (March 2008).

For further information

Gregory Blatt

Director Marketing, Communications and Strategy

gregory.blatt@edipresse.com

Tel. +41 21 349 45 02