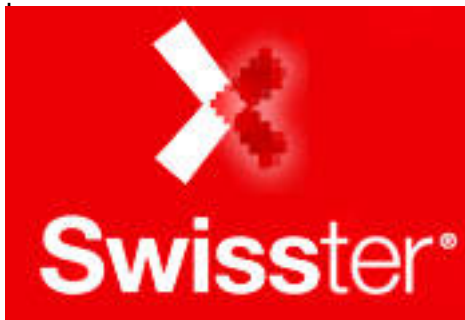


Swisster.ch: An Anglophone Online Daily



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**The
Tribune de Genève and
24 heures are launching**

Swisster.ch, a new online daily in English on March 31st, 2008. A first in Swiss media, it is dedicated to the English-speaking community living in Switzerland. Subscription based, Swisster.ch also provides free content.

The
Tribune de Genève and
24 heures have continued to diversify their online offerings. After the launch of a website dedicated to the Russian-speaking community in the French-speaking part of Switzerland (www.nashagazeta.ch), a new Anglophone site has been created:
www.swisster.ch.

This ambitious project was launched with the support of important partners: on the academic side: the EPFL (The Federal Institute of Technology in Lausanne) and editorially the Société Neuchâteloise de Presse, the publisher of *L'Express* and *L'Impartial*. Furthermore, it benefits from the support of the private bank, Lombard Odier Darier Hentsch & Cie, already a partner in the Russian portal. The involvement in this innovative project underscores the EPFL's and Private Bank's already strong commitment in the Lake Geneva region.

The Anglophone community of French-speaking Switzerland is made up of some 100,000 people, living principally in Geneva, the Lake Geneva region and the canton of Neuchâtel. The number is even greater with the growing number of visitors to Geneva and to other tourist destinations in the French-speaking region.

Swisster.ch wants to support managers, scientists and celebrities who are established in the region and who contribute to its development. Thanks to *Swisster.ch*, the Anglophone community will have a Swiss media outlet, in English, updated five times a week, which describes, comments on and deciphers the economic, scientific, political, social and cultural events of the region and of Switzerland in general.

Working at the heart of *Tribune de Genève's* and *24 heures'* editorial departments, the *Swisster.ch* team benefits from all of the resources of the Edipresse Group's regional Publications' as well as from the editorial support of *L'Express* and *L'Impartial*. It will therefore select the most relevant subjects and convey them in a way that is specifically adapted to the Anglophone community's information needs. Furthermore *Swisster.ch* has a permanent correspondent in Zurich and collaborates editorially with the *Timesonline*.

Besides covering the day's relevant news, *Swisster.ch* also provides various sections and specific services, such as a health forum moderated by Anglophone doctors, thematic blogs, and community services.

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