



«Léman Bleu»: Edipresse confirms its offer

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Edipresse confirms its interest in commercialising Léman bleu and in restructuring the capital of TV Léman SA.

Edipresse considers that its dossier has not been studied with all the thoroughness necessary. As a local media specialist of proven experience, it esteems that its proposals and arguments concerning both the organisation of a new advertising department for the broadcasting station and its interest in the channel's recapitalisation have not been completely set out or fully understood.

For all of these reasons, Edipresse has presented its offer, after having made it to Lemman bleu's board of directors, to the Executive Council of the City of Geneva and to all the shareholders of the channel. In the end, it will be up to the General Assembly of shareholders to make the final choice.

Edipresse wishes to contribute, through its know-how, towards professionalizing Léman bleu and helping it to regain a healthy advertising division.

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