



Edipresse Group strengthens its General Management

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Emetteur : Edipresse Group

Edipresse's strategic determination to achieve sustained growth in the international magazine market and the significant increase in business volume has necessitated the need to strengthen the General Management of the Group. This change becomes effective as of May 2005.

Gregory Blatt, Managing Director Marketing and Strategy

Gregory Blatt's mission will be to ensure that Edipresse has a global marketing vision with the objective of expanding magazine development on the international level.

In this context, he will be responsible for the strategic analysis of publications portfolios, participate in new launches, acquisitions and the strengthening of existing titles, and for global management policy relating to international licenses, trademarks and domain names. Gregory Blatt will act as the high-level contact person within Edipresse for relationship management with other international magazine publishers and trade associations. A number of specific missions may also be entrusted to Gregory, in such areas as the company's general strategy, marketing and communications.

Gregory Blatt will report directly to the Chief Executive Officer and will work closely with the group's departmental management teams in Switzerland and in the company's subsidiary operations.

A Canadian national, aged 43, Gregory Blatt completed his education in Canada with a Honors Bachelors of Arts degree in Economics, Politics & International Relations and in Switzerland, with a Master's degree in Economics, from the Institut Universitaire de Hautes Etudes..

Gregory Blatt worked as a Managing Director for the World Economic Forum, before joining Hubert Burda Media in Munich, in 2000, as Executive Vice President, Marketing, Communications and Business Development. His proven international experience will be invaluable to us.

Michel Preiswerk, General Secretary

Michel Preiswerk has been with Edipresse since 2003, as Strategic Projects Manager, working with the General Management (in particular, corporate acquisitions), has become the Group's General Secretary.

Michel Preiswerk's mission will involve direct support to the Chief Executive Officer in the areas of strategic planning, the follow-up of major corporate projects and the assessment of new development opportunities. He will participate in various management committees and will be responsible for the quality of the preparation of these meetings and for supervising follow-up of decisions adopted. He will also be responsible for managing important projects related to business and development strategies, at both Group and subsidiary management levels.

Michel Preiswerk, aged 35 years, holds a degree in Engineering from the EPFL in Lausanne and an MBA from INSEAD in Fontainebleau. After obtaining business consulting experience with Andersen Consulting, he joined the "Mergers & Acquisitions" department for the New York merchant bank JP Morgan.

We would like to express our best wishes for success to both men in their new jobs.

Tibère Adler

Chief Executive Officer

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