



The Edipresse Group extends its activities into France and into the upmarket fashion publishing

Date : 3 February 2006
Emetteur : Edipresse Group

The Edipresse Group, through its Luxembourg subsidiary Edipresse International, has acquired a 55 % stake in the French publishing company, Le Grand Kapital, publishers of the renowned 'Citizen K International' title.

Published in Paris on a quarterly basis, Citizen K International is considered a reference point and a leader in the high end, fashion, lifestyle and trends segment.

Citizen K (CK) enjoys an intimate relationship with leading luxury fashion and consumer goods brands. CK provides advertisers with privileged access to a selection of readers who spend regularly on up market products and services. Marketers admire the uniqueness of the publication and the imaginative approach to fashion photography.

Citizen K is equally appreciated by readers. Audited by the OJD, member of the International Federation of Audit Bureaux of Circulations, Citizen K has witnessed steady circulation and readership growth. The publication is known for its innovative business model. Priced at 1.00 Euro, with on average 400 pages per issue, Citizen K offers an unprecedented value to its readers: content which is visually appealing, socially relevant and presented in a spectacular format.

Edipresse has already had a positive experience with CK. In 2005, Citizen K launched its first foreign edition, Citizen K Espana, under license to Edipresse Espana. Within a year, the title has reached a certified circulation level of well more than 100,000 copies and its success has positioned the title at as a premier fashion publication.

Pierre Lamunière, Chairman of the Board of Edipresse has announced that Edipresse will continue to build upon the credibility of the brand and looks forward to working closely with the Citizen K team in internationalizing the title and bringing the publication to new levels of appreciation with readers and advertisers around the world.

Kappauf, founder and publisher of CK notes with enthusiasm the new partnership with Edipresse. We are delighted at the prospects of working with such a prestigious and dynamic company and are convinced that Edipresse will enable us to continue grow and prosper both in France and in international markets.

ABOUT EDIPRESSE

Established in Switzerland, Edipresse is a publicly listed international media and communications company. The group's main activities are in the area of newspaper and magazine publishing. Edipresse is present in 15 countries including, Switzerland, Spain, Portugal, Poland, Ukraine, Russia, Romania, Greece and in 7 key Asian markets including China and Hong Kong and publishes more than 150 titles and employs some 3500 people world wide. In the company's home market, it is a leader in daily newspapers in the French speaking part of the country publishing such titles as Le Matin, Tribune de Genève and 24 Heures. Abroad the company's portfolio of publications encompasses licenses from globally renowned titles such as Cosmopolitan, Elle, FHM and In Style, to name a few.

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Date et heure de publication : 2006.02.03 0:00