



Press release of January 23rd 2009

X-MEDIA takes control of PRESSERI

In the scope of its development, X-MEDIA group took today control of the PRESSERI company, software provider dedicated to the press industry.

PRESSERI offers to publishers specialized solutions for the selling of advertising and newspapers.

Publishers of dailies, weeklies, magazines, professional press, but also associations, clubs, professional unions, altogether more than 150 customers trust PRESSERI since many years and use its software, particularly for the management of their subscriptions and single copy sales.

Created in 1982 by Beatrice and Didier MASSON, and based in Seine and Marne – France, PRESSERI encompasses 11 collaborators and realized in 2008, in France and around the world, a turnover of 1.100 K€.

X-MEDIA Développement acquires a 70% share quote of PRESSERI, while Béatrice and Didier MASSON, respectively sales manager and technical director of the company, keep 30%.

For Jean-Michel ROSAZ, President of X-MEDIA group and from now on President of PRESSERI, this acquisition "is fully in line with the development strategy of our offer and with our will to provide our customers with more complete, more specialized and more integrated solutions. X-MEDIA herewith confirms, after the distribution agreement signed with DTI on September 2008, its will to become a major actor in the information systems for press circulation, able to answer all issues related to subscriptions, expedition, carriage and single copy sales, whatever the size and the organization of the structures to be equipped."

With this acquisition, X-media's activity of software solution provider for the media industry represents today a portfolio of more than 350 customers, a manpower of almost 50 collaborators and a sales turnover of approximately 6M€.

For more information, visit our site www.x-media.fr