



Press Release of January 29, 2007

## Destination Spain

### International strategy driven by profitable growth

Market leader in France, the X-Media Group has placed Europe at the heart of its international strategy, while enjoying strong – and going stronger – positions in various countries such as Italy and United Kingdom. X-Media will be looking at opportunities to offer its solutions to Spanish publishers.

### Coherent strategy

In line with the acquisition of Black Media and Atlantem carried out in 2006, and further to the great success of the Calligram events which took place in Milan in November 2005 and London in June 2006, the Group keeps on focusing on its international development and will organize a similar event end of April 2007 in Madrid.

The year 2007, will be the opportunity for X-Media to focus on the particular market which is Spain where it already has two customers (**QDQ**, directory publisher and **AUTOCASIÓN**, magazine part of the **VOCENTO Group**, specialized in classified ads).

The Madrilenian event will be the opportunity for X-Media to share experience with prospects and customers and to show the audience the main features of two of its Calligram systems through live demonstrations.

### Some of our new references in 2006

The fourth quarter was really successful for the X-Media Group which signed new contracts with prestigious international press group. A number of clients also renewed their trust in our Calligram solutions and discovered Atlantem's solutions.

The well-known French dictionary **Le Robert**, symbol of a demanding and contemporary conception of the French culture, acquired Calligram Pagination in order to modernize the production of its dictionaries. Calligram Pagination has been recognized as the most stringent composition engine, and its' aptitude in handling complex layout for such demanding publication as dictionaries facilitated the decision for the renowned publisher of dictionaries & encyclopedias.

The first Italian press group – **R.C.S** – has chosen Calligram Pagination for its renowned publications: "Corriere della Sera", "La Gazzetta dello Sport" and "City". Calligram will manage both classified and obituary sections, and the Calligram technology will also be integrated within the online ad booking system to generate instant WYSIWYG previews of the ads.

**Maroc Soir Group** (Casablanca - Maroc) is the first french language press group in Morocco. Maroc Soir embraced a complete suite from X-Media solutions from the booking system to the editorial and pagination systems, enabling it to manage the entire workflow of its various publications! AdPress solution was acquired for the management of display and classified ads, the Calligram Pagination and Calligram Editorial solutions for the production.

**Loot** (United Kingdom), is today one of the leading free classified ads support in Europe, publishing more than 100.000 classified ads every week. Loot has chosen Calligram Pagination for its great composition features to automate complex typesetting, and its ability to generate significant savings in paper consumption.

**Concept MultiMedia** (subsidiary of Spir Communication – France) publishes the "Logic-immo" real-estate magazines. In the frame of its international activities in Belgium, Switzerland and Czech

Republic our Calligram Pagination solution has been selected for the production of these local publications.

**Buy & Sell**, market leader in the Irish Republic and Northern Ireland produces five weekly edition totalling 45,000 classified ads and 1,600 display advertisements. The integration of Calligram Pagination has been part of an in-depth restructuring of the company aimed at moderating costs, and improving the response to growing readers and advertisers expectations.

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