



Press Release of February 22nd, 2008

Koopjeskrant optimizes pagination with Calligram Ads

Calligram Ads was chosen by the Belgium publisher for the page make-up of its 4 main publications:

- **Koopjeskrant**, **AutoMotoKoopjeskrant** and **WoonKoopjeskrant** sold in the whole region of Flanders and,
 - **J'annonce** sold in the French speaking part of Belgium,
- as well as for the page make-up of its brand new free papers such as Koopjeskrant Waasland and Koopjeskrant Kempen...

For a long time Koopjeskrant coped with its system for the pagination of its paid publications. But with the acquisition by Concentra Media and the recent strategical move of the company, Koopjeskrant experienced a need for a very competitive solution to support its development. Indeed, Koopjeskrant recently launched 3 free papers and wishes to extend these publications in a sustained rhythm: up to 12 by the end of 2008.

It became quite clear that a powerful and efficient solution was required to cope with the growing pagination needs without increasing human resources. The solution that came naturally in mind was Calligram Ads.

About Concentra

Established in 1879, Concentra Media is one of Belgium's largest media publishing groups. Concentra Media is much more than a newspaper publisher. It is a full-scale multimedia group comprising newspapers, free local papers, magazines, regional TV stations and online products. Acquired by Concentra Media, Koopjeskrant nv/J'Annonce sa is a publishing company of free ads papers and free ads websites (Koopjesnet.be and Jannonce.be) founded in 1986.

About X-Media

Since 1992, X-Media is the leading solution provider on the French regional daily press market and is now strong of 350 customers across 25 countries. Since 2006, X-Media has widen its offer on the media market, and has integrated an extremely professional team to support X-Media's expansion worldwide. As you can find out on www.x-media.fr, X-Media supplies the international market with a complete suite of systems dedicated to the media industry ranging from pagination to editorial, and from ad-production to cross media advertising systems.

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