



Press Release of October 15th, 2009

French daily papers “Le Républicain Lorrain” and “L’Alsace” have chosen the Calligram suite from X-Media

After an in depth consulting process and the solution certification in a context of real production (proof of concept), the French daily papers “Le Républicain Lorrain” and “L’Alsace” have selected the X-Media software solutions for the management and the production of its printed and online advertising space.

A mixed team combining the operational managements of the daily papers and the engineers of X-MEDIA, has successfully handled the phases of selection, prototype and final architectural conception.

X-MEDIA solutions will cover the following fields :

- ✓ Customer relationship management : **Calligram Crm**
- ✓ Commercial management for the sales of advertising space (display and classified for print and online) : **Calligram Business**
- ✓ Sales reps and advertisers Web portals : **Calligram e-Business**
- ✓ Display ad production workflow : **Calligram Studio**
- ✓ Automatic pagination of classified ads: **Calligram Pagination**

The deployment schedule sets the implementation of “Groupe Républicain Lorrain” and “Groupe L’Alsace” in the beginning of 2010.

“This agreement rewards the years of work we have invested to renew our range of solutions dedicated to the media industry. It proves the relevance of our software investments, acknowledged by a very high-tech oriented media group”, says Jean-Michel ROSAZ, President of X-MEDIA.

Strengthened by 25 years of experience, X-MEDIA is the preferred partner for major media groups throughout 30 countries.

Today, X-MEDIA has a team of 60 employees, based in Paris, Marseille and La Rochelle in France, and Milan in Italy, serving more than 300 customers.

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