



Press Release of June the 22nd, 2007

CONCEPT MULTIMEDIA HAS CHOSEN CALLIGRAM PAGINATION FROM X-MEDIA TO PAGINATE ITS CZECH PUBLICATIONS

The first of the six Czech editions of the free Real Estate newspaper LOGIC-IMMO named REAL-CITY, planed with *CALLIGRAM Ads*, was published in Plzen on the 28th of May.

First free real-estate newspaper with 8 million copies each month in Europe, LOGIC-IMMO today is truly a reference tool for Real Estate search. The first French LOGIC-IMMO paginated with *CALLIGRAM Ads* was published in 1998 following the acquisition of CONCEPT MULTIMEDIA by the SPIR COMMUNICATION GROUP.

From that time on, *CALLIGRAM Ads* revealed to be the ideal tool for the page make-up of the LOGIC-IMMO newspapers. *CALLIGRAM* adapts to the changing needs of the newspaper and proves it everyday enabling CONCEPT MULTIMEDIA to make its European ambitions come true. Thanks to the combined know-how of CONCEPT MULTIMEDIA and X-MEDIA, CONCEPT MULTIMEDIA has become the European leader of the free press with editions in Belgium, Czech Republic, Switzerland, the Netherlands and in Hungary.

While X-MEDIA teams were integrating the Czech hyphenation in *CALLIGRAM Ads*, CONCEPT MULTIMEDIA teams were changing their organization to adapt to Czech production constraints.

By summer 2007, the five other Czech editions of the REAL-CITY publication covering cities such as Prague, Brno or Ostrava, will also be produced with *CALLIGRAM Ads*

About CONCEPT MULTIMEDIA

CONCEPT MULTIMEDIA, European leader of real-estate magazines and subsidiary of the SPIR COMMUNICATION Group, counts 75 titles in Europe, operations in 6 European countries, 53 free editions in France and 22 internationally, 3 paid titles, more than 8 million copies a month, a turnover of 85.2 million euros in 2006 and 483 employees.

About X-MEDIA

X-MEDIA, celebrates this year its 15 years of existence and is today the leading French solutions provider for the Press Industry. With almost 50 employees, the company develops and distributes a complete range of solutions for industry players of the print and the media. X-MEDIA's solutions provide the French and international publishers with tools adapted to the selling and booking of advertising spaces, the page make-up of newspapers and specialized press, the ad production and the editorial management. Today, more than 350 customers in 25 countries trust X-MEDIA.

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