



Press Release of June 12, 2012

In 2012, X-MEDIA celebrates its 20th birthday, and we are proud to announce that Swisscom Directories (Switzerland) and Bayard Publicité (France), have chosen X-Media's solutions !

X-MEDIA continues its expansion thanks to its two new customers Swisscom Directories (Switzerland) and Bayard Presse (France).

Swisscom Directories and LTV Gelbe Seiten AG is the leading phone directory publisher in Switzerland. The partnership has been established on the national directories market since 1999. The well-know, popular publications from Directories and LTV are now available under the local.ch brand. Over 80% of the population use the telephone books from local.ch

Swisscom Directories has chosen Calligram Pagination to optimize the production of its printed directories and to enhance the features offered in these products. After a first prototyping phase, Calligram Pagination has been selected by Swisscom for its flexibility, its speed and for the extensive experience of X-MEDIA.

Bayard Publicité, the advertising agency of Bayard Press group, has just acquired the X-Media solutions Calligram Business and Calligram Pagination. In a first step, these two solutions will be used for the production of the classified ads for "La Croix" daily paper, and 2 weeklies : "Notre Temps" and "Le Pèlerin". In the future, the software developed by X-Media should enable the production of advertising for the whole Bayard Press group (more that 150 publications).

The Bayard Presse group has been created in 1873 and is present in most European countries, in America and Asia. Its catalogue boasts 143 periodicals as well as 4,800 titles published. It is the 5th biggest French press group thanks to the circulation of its newspaper La Croix, and its weeklies Le Pèlerin, Notre Temps, Pomme d'Api, etc.. Bayard is the leader on the Senior press market in Europe, as well as Religious press in the United States.

About X-MEDIA

Since 1992, X-Media is a leading solution provider for the press industry and is now strong of 350 customers across 25 countries.

With its subsidiaries companies, X-Media offers a wide range of solutions dedicated to the media industry and to directory publishers, which cover the following activities: advertising system, display ad production, automatic pagination, self-procurement portals, circulation, subscriptions, etc.

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