



Press Release of February 20th, 2007

### QDQ & X-Media : an awarded team !

**La guía útil de Madrid Central y Barcelona Ciutat**, two directories published by QDQ and paginated with X-Media's solution Calligram Directory, received the **European Awards for quality and excellence in Directory Publishing 2006**. This award was granted during the 40<sup>th</sup> annual Congress of the European Association of Directory and Database Publishers (EADP) in Lisbon.

QDQ Media, second largest publisher of directories in Spain, was saluted for its capacity of innovation in printed guides. It demonstrates that it is still possible to improve a paper offering a more useful content for the user as well as a more practical format.

#### “Calligram Directory a key factor in the production”

QDQ Media committed itself to continuously invest in the development and the improvement of products focused on the needs of its users. According to **Manuel Da Riba**, Development and Operations Director at QDQ Media, “*Calligram's flexibility gave us the ability to put in production our concept and ideas, and allowed us to automatize the pagination to the maximum. We got these successful guides without impacting the pagination time at all. Its speed made it possible to personalize the different directories thus adapting to the lifestyle of cities such as Madrid or Barcelona*”. This flexibility resulted in an increase of QDQ's printed guides readership by 55% between February 2006 and January 2007.

QDQ Media offers in its printed guides very useful contents, products and services, as much for users as for clients, such as information on citizenship, leisure and culture. Moreover it offers a Restaurants Guide organized by type of cuisine and by area or neighbourhood. The distinct organization of the different activities, which facilitates the search; as well as the clear and descriptive design of ads offered by the advertisers, are definitely QDQ's secret to produce the Best Guide in Europe.

#### About QDQ Media

Created in 1997, QDQ Media is the Spanish subsidiary of PagesJaunes. Its useful guide has **QDQ la guía útil** paper version (70 editions are published in the whole Spanish territory, with almost 15 million units) and it is present in the Internet, with **QDQ.com**. Engaged to be useful and innovator, QDQ uses all the supports to satisfy its users' needs for daily information and turn into a real communication Media.

#### 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](http://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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