



Press Release, Paris / Metz April 27<sup>th</sup> 2012

### **X-MEDIA and ATC have decided to merge**

In the scope to create a new pole, specialized in the information and communication for press publishers, specially in professional and regional branches; X-MEDIA and ATC Group have decided to merge.

From this partnership will soon result the creation of a new structure, (code name "Media & Territories"), held by François GRANDIDIER, founder and majority shareholder of ATC Group, Jean-Michel ROSAZ, founder of X-MEDIA Group, and others financial partners.

The group thus formed will offer a wide range of services including to provide editorial contents, advertising agency, delegated publishing, management of subscriptions, specialized software solutions (editorial, advertiser, circulation, CRM), data bases, information turn-key systems, extranets, web sites and mobiles, and mobiles applications.

This partnership is fully in line with the development strategy of both companies, and will boost it, by giving the priority to the digital technology and by diversifying the quality of its range of services.

At the same time, ATC Group, already strong of its 70 publications, continues its development in the sector of the specialized and professional press.

The new group represents a manpower of almost 180 collaborators, a sales turnover of 23 M € and more than 10% of profitability.

#### **About ATC Group**

Created in 1987, ATC is a French press group specialized in agriculture press magazines. Its range of publications covers several different sectors such as agricultural, animal husbandry, hunting and fishing, phytosanitary industries. Today ATC Group publishes more than 27 magazines with its team of 122 employees based in Metz and Paris.

#### **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, which cover the following activities: advertising system, display ad production, automatic pagination, self-procurement portals, circulation, subscriptions, etc.

See also: [www.x-media.fr](http://www.x-media.fr)

#### **For more information:**

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