

tamedia:

*FashionFriends*  
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Press release

## **Tamedia has acquired a stake in Online boutique FashionFriends**

**Zurich, 11 February 2009** – The media company Tamedia has acquired a minority share in the Online boutique FashionFriends per 30 January 2009, expanding its Online activities to include an innovative platform in the area of e-commerce. Tamedia has the option to increase its share in multiple steps.

The start-up company FashionFriends offers its invited members as of March 2009 selected brand clothing and accessories of upscale fashion and lifestyle labels at very attractive prices. The items are customised to each member's individual taste and offered in the context of time-limited shopping opportunities. The Online fashion boutique complements its offering with a combination of automated and personalised style consulting services for registered members.

The founding team includes Klaus Hommels, Oliver Jung and Peter Schüpbach, all of them experienced Online investors who have already accompanied start-ups such as Skype, StudiVZ, Trigami and Xing. The headquarter of FashionFriends AG is based in Langenthal.

The partners have agreed to keep the details of the transaction confidential.

### **For additional information:**

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