

Edipresse and Tamedia welcome COMCO decision

Lausanne and Zurich, 17 September 2009 – The Federal Competition Commission (COMCO) approved the merger between Edipresse's Swiss activities and Tamedia without conditions. This decision proves the highly competitive nature of the Swiss media landscape. In the past few months, Edipresse and Tamedia submitted a wide variety of market information and internal performance figures to the Competition Commission for review.

Following the COMCO approval, Tamedia, in a first step, will acquire 49.9% of the share capital of Presse Publications SR S.A. (PPSR) at the beginning of 2010. PPSR comprises the main media activities of Edipresse in Switzerland. In a second step, Tamedia will increase its holdings by another 0.2% in early 2011 and finally take over the remaining 49.9% at the beginning of 2013. In return Edipresse will receive Tamedia's capital shares, thus becoming a major shareholder of the company. This merger will create a big Swiss national media company able to grant its media a steady development and to stand up to an increasing international competition.

For further information:

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