

Press Release

Sandro Rüegger Named Head of the Tages-Anzeiger Advertising Market and Deputy Publishing Director, Daniel Schnüriger assumes Advertising Market for Magazines

Zurich, 18 January 2006. Sandro Rüegger (37) will become head of the advertising market at the Tages-Anzeiger as of 1st March 2006 and be responsible for the national and regional advertising markets. At the same time, he will become deputy to Publishing Director Rolf Bollmann.

Sandro Rüegger has been in charge of the advertising market for magazines since 1 September 2004. Before he started working at Tamedia, he was marketing director of the business magazine Bilanz, a member of the management board of the Jean-Frey Group and publishing director at TR7/TVStar, among other positions.

Sandro Rüegger's successor in the advertising market for magazines is Daniel Schnüriger (39) who has been heading the advertising team of Facts since January 1, 2005. Earlier, he was responsible for advertising sales to agencies and for advertising of Annabelle within the magazine advertising market. Thomas Estermann (37), the former Regional Sales Manager for Facts, will assume responsibility for the advertising of the news magazine.

Additional information is available at:

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