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Media Release

Tages-Anzeiger to launch large-scale edition

Zurich, 14 December 2006 – In its last meeting of the year 2006, the Board of Directors of Tamedia AG adopted various decisions.

Large-scale edition of Tages-Anzeiger starting in the spring of 2007

A large-scale edition of the Tages-Anzeiger will be launched in the spring of 2007 in the Lake Zurich, Zurich Oberland and Zurich Unterland regions. It will appear every Tuesday with an additional 170,000 copies and is scheduled for early morning delivery. Therefore, on the publication day of the large-scale edition, the total circulation of the Tages-Anzeiger will increase from 225,000 to approximately 395,000 copies.

The objective of the large-scale edition is to draw new readers to the regional editions of the Tages-Anzeiger which were launched in November and further enhance its attractiveness in the advertising market.

On the day of the large-scale edition, the Tages-Anzeiger is expected to reach approximately 720,000 readers throughout Switzerland compared to 551,000 now. Therefore, in terms of reach, the Tages-Anzeiger, with over 50 percent, will be the largest by far of all daily newspapers within the economic region of Zurich.

The Stellen-Anzeiger job classifieds will be distributed to subscribers only.

Jobwinner.ch and Alpha.ch job portals expanding their services

Tamedia's job platform Jobwinner.ch and ALPHA.CH, the leading portal for management positions in Switzerland, will grow considerably. A total of ten new jobs in sales and online production will be added. By expanding the sales team and offering new products for medium-sized and large customers, Tamedia intends to increase the market share of the two job portals in the long term.

Improving the integration of online products in the newspapers and magazines published by Tamedia and intensifying the marketing activities targeting job hunters are expected to further strengthen the recognition and awareness of Jobwinner.ch and ALPHA.CH.

The reasons for expanding the two job portals are the high two-digit growth rates Jobwinner.ch has achieved in the past few years and the continued strong developments in the online job classifieds segment in general.

Christoph Tonini, new Vice Chairman of the Management Board

Christoph Tonini will succeed Jürg Brauchli as Vice Chairman of the Management Board of Tamedia. Brauchli, Head of the Printing & Logistics Division, will continue to serve on the Management Board.

With this decision, the Board of Directors has rejuvenated the executive management of Tamedia. The 37-year old Tonini joined the Management Board of Tamedia in April 2003 as Head of Finances. In October 2004, he additionally assumed responsibility for the Services Division, and since December 2005, he has also been Head of Newspapers Switzerland.

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