

tamedia:

Press Release

Tages-Anzeiger with Five Regional Issues Starting in the Fourth Quarter 2006; Creation of 65 New Jobs in the Regions; Layout Revised

Zurich, 20 March 2006. The Board of Directors of Tamedia AG has given the go-ahead for regionalising the *Tages-Anzeiger*. Positive experiences with the regional issue on the left bank of Zurich Lake, which has been published since approximately one year, formed the basis for the decision to launch four additional regional issues. Starting in the 4th quarter 2006, *Tages-Anzeiger* will publish regional issues for the right bank of Zurich Lake, the city of Zurich as well as Zurich Oberland and Unterland, in addition to the issue for the left bank of Zurich Lake.

With this measure, *Tages-Anzeiger* is striving to expand its range in its main area of the Canton of Zurich. The five regional issues will appear in the tried and tested newspaper format (broad sheet).

Tages-Anzeiger is creating additional jobs in the regions with this long-term strategy. In addition to the 15 in Wädenswil (left bank of Zurich Lake), 65 will be added, approximately three-quarters in editorial positions and one-quarter in the publishing section.

Financing will be with additional means, in the range of high one-figure millions, and via redistribution and savings thanks to progress in productivity in the publishing company and editorial offices. Layoffs cannot be excluded in this context. Publisher management and editor-in-chief are working out a detailed plan to implement these measures in the early autumn, which will guarantee the known quality in the main sections of foreign news, domestic news, business, science, sports, culture and society.

Simultaneous with the launching of the regional issues, the ten-year-old layout of the *Tages-Anzeiger* is being replaced by a new look, which does justice to the strategy of an all-round newspaper with an international, national and regional orientation. In addition, the possibilities of modern printing presses in Tamedia's own Bubenberg printing center will be used to their fullest with the new layout, which includes complete four-color printing.

Additional information is available at:

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