



EMBARGO – 19 May 2008 at 8.00 a.m.

PRESS RELEASE

19 May 2008

INTERIM DECLARATION – FIRST QUARTER 2008

For the first quarter of 2008 Roularta Media Group posted consolidated sales of EUR 201.2 million. This is 3.9% higher than in the first quarter of 2007 (EUR 193.6 million).

Consolidated sales by division (in KEUR)

Division	31/03/2007	31/03/2008	Change %
Printed Media	150,136	158,384	+ 5.5%
Audiovisual Media	45,324	44,735	- 1.3%
Intersegment sales	- 1,823	-1,870	
Consolidated sales	193,637	201,249	+ 3.9%

Printed Media

Sales in the Printed Media division grew by 5.5% from EUR 150.1 to 158.4 million. EUR 1.7 million of this increase came from new acquisitions, including Data News, Effect and Het Gouden Blad. Existing products grew by 4.4%.

Freesheet sales rose by 4.9%, of which 3.1% through the acquisitions of Effect and Het Gouden Blad and the increase of our shareholdings in A Nous Province and Algo Communications in France. Sales of existing products rose by 1.8% with the further growth of De Streekkrant/De Weekkrant, De Zondag and the Steps City Magazines in Belgium, France and Slovenia.

Advertising turnover at the Krant van West-Vlaanderen remained essentially unchanged. The readers' market (subscriptions and newsstand sales) continues to grow.

Magazine advertising income rose by 4.4%. Of this 1.8% came from the new acquisitions (Data News and medical publications), and 2.6% from the existing magazines.

The readers' market advanced by 5.8%, due entirely to the growth of existing titles, in particular those in France.

Advertising income is growing with the further expansion of our magazine and freepress websites (+ EUR 0.9 million).

Audiovisual Media

Audiovisual Media's sales fell by 1.3% from EUR 45.3 to 44.7 million, owing mainly to lower sales at Vogue Trading Video. The acquisition of 4 FM boosted sales by 1.9%. Sales by existing TV and radio broadcasters rose by 2.8%.

At Vlaamse Media Maatschappij sales rose by 3.7% compared with Q1 2007. This increase came both from the TV channels and from radio Q-Music.

Optical disk sales (Vogue Trading Video) fell by 43%, in part due to the discontinuation of the distribution contract with Carrefour and in part to a fall in DVD and CD replication income owing to difficult market circumstances.

Investments and acquisitions

The new printing works in Roeselare is now almost ready. The first Colorman newspaper presses (colour printing with magazine quality) are already operational, to be followed shortly by the first new magazine press (72 pages). The second magazine press (16 pages) will be delivered in July 2008.

In the first quarter of 2008, RMG acquired 100% of the shares of Het Gouden Blad NV, which publishes a door-to-door freesheet in Waregem and Deinze. RMG also invested in setting up Tvoj Magazine, which will publish the free Steps City Magazine which will start appearing in Croatia in the second quarter of 2008.

Prospects

For the first half of 2008, Roularta Media Group expects operating results to be comparable with those of last year.

We will have to wait and see how the advertising market will evolve, but RMG is globally performing well with its multimedia approach encompassing magazines, freesheets, radio, TV and internet.

New

On the internet Roularta is growing with its news sites knack.be, trends.be, levif.be, etc., helped by having all editorial teams working in a single newsroom. The result is clearly expressed in growing numbers of unique visitors (with very good profiles) and pageviews.

In cooperation with Rossel, Roularta Freepress is further developing vlan.be, the classified ads site for real estate, cars and jobs (streekpersoneel.be). It is also preparing a new internet initiative for Flanders with streekkrant.be, a community site for local news and shopping.

Roularta Freepress's activities are also being extended with Steps de Luxe and Steps Gastronomie and with a number of new tabloid freesheets for local advertisers.

In France, the first issue of Côté Paris has been published with better sales figures and advertising revenue than expected. Two more issues will appear in autumn.

L'Etudiant and Job Rencontres organized a series of new fairs in various cities. In autumn it is planned to launch two new A Nous city editions.

In Eastern Europe, City Magazine (on the model of Steps) will also be starting this June in Zagreb (Croatia).

Contact persons

Tel:

Rik De Nolf

+ 32 51 266 323

Jean Pierre Dejaeghere

+ 32 51 266 326

Fax :

+ 32 51 266 593

+ 32 51 266 627

e-mail :

rik.de.nolf@roularta.be

jean.pierre.dejaeghere@roularta.be

URL :

www.roularta.be
