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PRESS RELEASE

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INTERIM ANNOUNCEMENT, THIRD QUARTER 2009

Roularta Media Group posted in the third quarter of 2009 consolidated sales of EUR 134.7 million, 10.1% less than in the third quarter of 2008 (EUR 149.8 million). Not counting the optical disk activity, which has since been terminated, sales were down 8.8% on the third quarter of 2008.

The financial-economic crisis continued to be felt in the third quarter with the fall in advertising income, although a slight upturn is now perceptible. Readers' market sales remained unchanged compared with the third quarter of 2008.

This brings sales for the first nine months to September 2009 to EUR 500.4 million as against EUR 559.6 million for the first nine months of 2008 (- 10.6%).

Consolidated sales by division (in KEUR)

Division	Q3 2008	Q3 2009	% evol.	30/09/08	30/09/09	% evol.
Printed Media	116 532	105 995	- 9.0%	435 301	391 562	- 10.0%
Audiovisual Media	32 261	29 462	- 8.7%	124 969	111 961	- 10.4%
<i>Optical disks</i>	2 235			4 533		
Intersegment sales	- 1 269	- 764		- 5 225	- 3 112	
Consolidated sales	149 759	134 693	- 10.1%	559 578	500 411	- 10.6%

Third quarter sales by division

Printed Media

In the third quarter of 2009 sales of the Printed Media division fell 9.0% from EUR 116.5 to 106.0 million. This should be seen against a 12% fall in the first half of 2009 compared with H1 2008.

Magazine advertising income fell less in the third quarter than in the first half, while newsstand sales remained unchanged compared with Q3 2008.

Compared with the third quarter of 2008, freepress advertising income fell by 13%, with most of this fall concentrated in job ads. Advertising revenue at the Krant van West-Vlaanderen fell slightly.

Magazine advertising income was down 19% on the third quarter of 2008, as against a fall of 24% in the first half.

Internet advertising sales grew 30% in the third quarter compared with Q3 2008.

Readers' market income remained stable compared with Q3 2008, whereas in the first half it was still 7% down on H1 2008.

Audiovisual Media

Compared with Q3 2008, TV and radio advertising income fell by 8,7%, from EUR 32,3 to EUR 29,5 million.

Optical disk production was transferred per 1 April 2009 to the French QOL group. In the third quarter this represented a EUR 2.2 million shrinkage in sales compared with Q3 2008.

Outlook

With regard to advertising revenue, a slight improvement can be seen and it appears that the negative trend is bottoming out. The positive effects of the restructuring this spring are perceptible from July of this year onward.

Appointments

Xavier Bouckaert (34, Licentiate in Law and Civil-Law Notary) has been appointed COO of the Roularta Media Group. He joined RMG in 2005 as a company lawyer and coordinator of controlling.

The Executive Management Committee henceforth consists of CEO Rik De Nolf, CFO Jan Staelens, COO Xavier Bouckaert, and Marc Feuillée, Chairman of the 'Directoire' of Groupe Express-Roularta (GER).

The 'Directoire' of GER henceforth comprises three persons: Chairman Marc Feuillée, General Director Corinne Pitavy, and now Christophe Barbier, Editorial Director of the L'Express/L'Expansion news pool, who has been actively involved with GER for 13 years.

Contact persons

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