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PRESS RELEASE

August 29, 2011

Disclosure of acquisition of treasury shares

Roularta Media Group discloses the information with respect to the acquisition of treasury shares required under the Article 207 of the Royal Decree of January 30, 2001 implementing the Belgian Company Code.

Roularta Media Group today announces that during the period from August 22 to August 25, 2011 it acquired 52,473 treasury shares on NYSE Euronext Brussels.

The Board of Directors has performed these purchases in accordance with the empowerment of the extraordinary general meeting of May 19, 2009.

Acquisition Date	Number of shares	Average price (EUR)	Lowest price (EUR)	Highest price (EUR)	Amount (EUR)
22/08/2011	11,473	16.7608	16.5200	16.7700	192,296.66
24/08/2011	10,000	16.6698	16.6700	16.7000	166,698.00
25/08/2011	31,000	16.9000	16.9000	16.9000	523,900.00

As a result of this transaction, the company possesses a total of 561,181 treasury shares or 4.27 % of the total number of shares issued (i.e 13,141,123)

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