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PRESS RELEASE

September 28, 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 September 16 to September 23, 2011 it acquired 77,475 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)
16/09/2011	61	15.8066	15.7000	15.9500	964.20
20/09/2011	289	15.8883	15.8400	15.9500	4,591.72
22/09/2011	450	15.8300	15.6700	15.9500	7,123.50
23/09/2011	76,675	14.7952	14.0900	14.8000	1,134,421.96

As a result of this transaction, the company possesses a total of 654,656 treasury shares or 4.98 % of the total number of shares issued (i.e 13,141,123)

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