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PRESS RELEASE

October 6, 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 26 to October 6, 2011 it acquired 3,194 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)
26/09/2011	547	14.3197	14.2600	14.3900	7,832.88
27/09/2011	795	14.6244	14.2800	14.7800	11,626.40
28/09/2011	183	14.7296	14.6100	14.8000	2,695.52
29/09/2011	196	14.7783	14.6900	14.7900	2,896.55
30/09/2011	205	14.5765	14.5500	14.6000	2,988.18
3/10/2011	200	14.6300	14.5500	14.6600	2,926.00
4/10/2011	455	14.4793	14.2600	14.6800	6,588.08
5/10/2011	613	14.6681	14.5500	14.8000	8,991.55

As a result of this transaction, the company possesses a total of 657,850 treasury shares or 5,01 % of the total number of shares issued (i.e 13,141,123)

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