



overall actor in local advertising

Press Release

Aix-en-Provence, 17 March 2005

The 176 free small ad newspapers of the Spir Communication Group become Top'annonces

Active since 1971 in the powerful and dynamic media of the no-cost press, Régicom, the free weekly press subsidiary of the Spir Communication Group, wished to gather its offer under a single brand: **Top'annonces**.

Starting on Monday 21 March 2005, *Top'annonces* will provide all of its advertisers, both professional and private, with all of the power of a national network consisting of 176 local publications that are uniformly distributed throughout almost the entire territory of metropolitan France.

This network represents a total of 15 million copies distributed each week to mailboxes by Adrexo, another Group subsidiary that specialises in the distribution of printed matter.

The *Top'annonces* network is first and foremost a tremendous audience, worthy of a major media, with 18.3 million regular readers⁽¹⁾.

To efficiently lend support to the emergence of this new brand, Régicom has developed a significant advertising plan that, for the first time in the history of this subsidiary and of the Group, relies primarily on a television commercial entitled "La nouvelle vie".

This commercial, designed and staged by K-agency from the HighCo Group, was produced by Safy Nebbou, a young cinematographer who, in 2004, produced the "Cou de la Girafe" commercial and the campaign for the France Telecom videophone, as well as a humanitarian commercial for the Nicolas Hulot Foundation.

The high point of the *Top'annonces* advertising plan, this commercial, available in 10 second and 20 second versions, will primarily be shown on TF1, the stations of the France Television Group and on a selection of thematic stations as of Wednesday 23 March and through to Sunday 10 April 2005.

In parallel with this television advertising, a publicity communication campaign in the professional press is also being orchestrated, and efficiently completed by the animation of the various local editions of the *Top'annonces* network.

Always looking for synergies in the development of its overall local advertising offer, the Spir Communication Group also wished for the new dynamism of *Top'annonces* to include its subsidiary Spir Multimedia, producer of the site *petitesannonces.fr*, which receives an average of 1.3 million visits each month⁽²⁾. As of 21 March, this multi-specialist Web portal, which is completely complementary with the Régicom print offer, will also switch to the name *topannonces.fr*.

Whether for professionals or individuals, and whether involving advertising or research in print or on the Web, *Top'annonces* intends to be -- with its range of offers and establishments -- "the very best for small ads".

⁽¹⁾ read our newspapers at least 2 or 3 times per month. Source: Régicom study / CSA April 2003 – June 2004

⁽²⁾ Source XITI – January 2005 – audience measured on the site www.petitesannonces.fr

Spir Communication is listed on "Eurolist", is part of the CAC Mid 100 index and is SRD-eligible.

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