

Media sales off to a fast start

Preliminary information released by TNS Gallup indicates that 2005 got off to a flying start where media marketing is concerned. Growth on the previous year reached 13.6%, the sort of surge not seen since 2000. Newspaper advertising was up by 14.3%, television advertising by 14.1% and magazine advertising by 10.7%. Online media advertising remained strong as well, growing by more than 50%.

Iltalehti's facelift a success

Iltalehti's circulation rose by a record 7.5% last year. This year the paper intends to drive further circulation growth through a change in its visual appearance. The facelift, launched on 7 February, has been enthusiastically welcomed by readers, evidence of which is Iltalehti's share of the circulation market in its sector, which begins with a four. Iltalehti has also started publishing a thick sports supplement in its Monday edition called UrheiluMAX ("SportsMAX"), in addition to which the paper has revamped its web pages, visit <http://www.iltalehti.fi>.

Broadcasting sale on track as planned

Alma Media's extraordinary shareholders' meeting held on the last day of January approved, by a majority of almost 99% of the votes present, the Board's proposal to sell the Group's Broadcasting business to a company jointly owned by Bonnier and Proventus for at least EUR 460 million. The Financial Supervision of Finland has given the green light to the deal, a central aspect of which is a public offer by Almanova to the shareholders of Alma Media Corporation under which Series I shareholders will be offered EUR 6.50 per share and 1.25 shares in Almanova, and Series II shareholders EUR 5.60 per share and 1.07 Almanova shares.

It is planned that shareholders who only want shares in the new Alma Media will be given seven new shares for three Series I shares and two new shares for one Series II share when Almanova and Alma Media are merged in the autumn. A decision on the tax implications of this arrangement is expected from the Finnish Central Board of Taxation by the date of the Annual General Meeting.

Annual General Meeting 8 March 2005

Alma Media holds its Annual General Meeting on Tuesday 8 March 2005 and the notification period of attendance at the meeting ends at 14.00 pm on 3 March 2005. See the Notice of Meeting at <http://www.almamedia.fi/release?release=8616>

Spring is in the air – let's enjoy it!

ALMA MEDIA CORPORATION

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