

Q1 INTERIM REPORT: NET SALES UP 3.3 % AND OPERATING PROFIT GREW CLEARLY

Net sales from Alma Media Corporation's continuing operations rose 3.3 % and the reported operating profit was MEUR 10.0 (MEUR 5.6). All reporting units showed an increase in operating profit. Net sales for the full year is expected to be higher than last year and the operating profit to at least reach last year's level.

- Net sales from the Newspapers unit increased 3.9 % and the operating profit rose 9.3 % to MEUR 8.2. The unit's advertising income was up by 7.3 % and Iltalehti in particular was successful.

- Net sales from the Kauppalehti group increased 10,6 % and the operating profit grew 71.4 % to MEUR 1.2. Circulation income developed well and net sales from the ePortti online marketplace rose to MEUR 0.8. The advertising income of the Kauppalehti newspaper declined by 9,5 %.

- Marketplaces reported a decrease in net sales of 10.7 % following the divestment of the Network Services unit (NWS). Comparable net sales rose 28,0 %. The operating profit more than doubled to MEUR 0.5. Etuovi.com was particularly successful.

- Restructuring costs in the reporting period were MEUR 1.5 lower than in the comparable period.

- In March the company paid a dividend of EUR 0.12 per share and decided on a capital repayment to shareholders totalling EUR 0.53 per share. The payment is expected to be made in September 2006.

- The company maintains its full-year forecast. Barring a significant decline in advertising income in the second half of the year, the Group's net sales is expected to grow and its operating profit to reach at least last year's level.

President and CEO Kai Telanne:

CLOSE INTRAGROUP CO-OPERATION IS RAISING PROFITABILITY

"Market conditions during the first quarter evolved as forecast and were very favourable for media companies. No changes are expected in the Finnish economy for at least the first half of the year and the most recent estimates indicate that for the full year economic growth could be higher than forecast.

"The Group's circulation income increased during the first quarter by 4.7 per cent and advertising income by 5.8 per cent. Both figures are well above the market average.

"The new Alma Media in its current form has now been in operation for one year. Key elements in the implementation of Alma Media's strategy are its chosen corporate value Team Play and an operating model based on chaining, a central aspect of which is the use of shared resources by the various business units. Our experience shows that the Group's strategy, based on wide-ranging internal collaboration, both works in practice and is contributing to improved profitability. We will continue to strengthen this model and to support it with various training and incentive schemes."

ALMA MEDIA CORPORATION'S INTERIM REPORT JANUARY - MARCH 2006

CHANGES IN GROUP STRUCTURE COMPARED WITH 2005

Alma Media's reporting units in this interim report are Newspapers, Kauppalehti group and Marketplaces. These form the continuing operations as defined by IFRS accounting practice. The Broadcasting division in the comparative figures are

shown in this interim report as a discontinued operation. In the first quarter of 2005 the consolidated figures included MEUR 1.8 in net sales from the NWS unit divested in September 2005. The Q1/2006 figures include MEUR 0.8 in net sales from the ePortti business acquired in July 2005.

GROUP NET SALES AND RESULT JANUARY-MARCH 2006

Net sales from the Group's continuing operations amounted to MEUR 71.3 in the first quarter (MEUR 69.1 in January-March 2005.) The main factors instrumental in the increase were growth in advertising income by Aamulehti, Iltalehti and Marketplaces, and higher circulation income reported by the Kauppalehti group. On the other hand the Kauppalehti group's advertising income decreased clearly.

The Group's operating profit was MEUR 10.0, which was MEUR 4.4 higher than one year earlier. The comparative figure included one-time restructuring costs totalling MEUR 1.5. The comparable operating profit rose 40.9 %.

MARKET CONDITIONS

The overall state of the Finnish economy is good. Various research institutions have revised their economic forecasts upwards and the latest forecasts suggest that the country's economy could grow by almost four per cent this year. The positive prediction is supported by a continuing high level of consumer confidence, declining unemployment and only a moderate increase in interest rates. The media market is expected to grow at the same pace as in 2005.

The volume of media advertising in the first quarter was 5.0 % higher than one year earlier, according to Gallup Adex. Newspaper advertising was up 4.0 % and internet advertising 29.7 %. Alma Media's advertising income rose 5.8 %.

Newsprint prices this year are on average 5 % higher than last year. The higher paper prices will increase the Group's annual costs by roughly one million euros.

ALMA MEDIA GROUP

KEY FIGURES	2006	2005	2005
MEUR	1-3	1-3	1-12
Net sales*	71.3	69.1	285.9
Operating profit*	10.0	5.6	42.3
% of net sales	14.0	8.1	14.8
Net financial expenses*	0.2	-0.2	-2.7
Net financial expenses*, % of net sales	0.3	-0.3	-0.9
Share of associated companies' results*	0.5	0.1	4.5
Balance sheet total	257.4	361.6	243.6
Gross capital expenditure*	2.3	4.2	19.7
Gross capital expenditure*, % of net sales	3.2	6.1	6.9
Equity ratio	54.1	46.1	54.5
Gearing, %	-20.4	40.6	-10.5
Interest-bearing net debt	-25.6	64.5	-13.2
Interest-bearing liabilities	56.0	93.1	56.4
Non-interest-bearing liabilities	76.1	113.6	60.4
Average personnel, calculated as full-time employees, excl. delivery staff *	1787	1761	1808
Average no. of delivery staff*	820	878	900
Earnings/share, EUR (basic)*	0.10	0.06	0.52
Earnings/share, EUR (diluted)*	0.10	0.06	0.52
Cash flow from operating activities/share, EUR *	0.32	0.28	0.45
Shareholders' equity/share, EUR	1.67	2.08	1.69
Market capitalization	593.9	855.3	573.0
Average no. of shares (1 000 shares)			
- basic	74613	74474	74474
- diluted	74613	74474	74474
No. of shares at end of period (1 000 shares)	74613	74474	74613

* applies to continuing operations

	2006	2005	2005
NET SALES BY SEGMENT, MEUR	1-3	1-3	1-12
Continuing operations:			
Newspapers	52.6	50.6	211.6
Kauppalehti group	14.1	12.7	53.8
Marketplaces	5.2	5.8	22.7
Other operations and eliminations	-0.6	0.0	-2.2
Continuing operations, total	71.3	69.1	285.9
Discontinued operations, total		49.6	67.2
Adjustments and eliminations		-3.4	-4.6
Total	71.3	115.3	348.5

	2006	2005	2005
OPERATING PROFIT/LOSS BY SEGMENT, MEUR	1-3	1-3	1-12
Continuing operations:			
Newspapers	8.2	7.5	38.9
Kauppalehti group	1.2	0.7	7.1
Marketplaces	0.5	0.1	1.1
Other operations and eliminations	0.1	-2.7	-4.8
Continuing operations, total	10.0	5.6	42.3
Discontinued operations, total		2.6	3.7
Alma Media Group before capital gain		8.2	46.0
Capital gain from Broadcasting			324.5
Total	10.0	8.2	370.5

NEWSPAPERS

Newspapers group key figures (MEUR)	2006	2005	2005
	1-3	1-3	1-12
Net sales	52.6	50.6	211.6
Circulation sales	24.6	23.7	98.1
Media advertising sales	25.0	23.3	100.4
Printing sales	1.6	2.3	8.0
Other net sales	1.5	1.3	5.1
Operating profit	8.2	7.5	38.9
Operating margin, %	15.6	14.9	18.4
Gross capital expenditure	1.3	2.4	7.3
Average personnel, calculate as full-time employees, excl. delivery staff	1173	1167	1203
No. of delivery staff	820	878	900

The most important development projects in the first quarter were the weekly free paper Tori, with a print-run 150,000 copies, launched in the Tampere region and Iltalehti's weekly women's paper Ilona.

In the media market, advertising volume was reduced by the telecommunications cluster and the retail trade sector. Advertising is increasing, however, in the vehicle, food and beverages, jobs and property sectors. Advertising income of the Newspapers reporting unit grew 7.3 %, e.g. more than the market average. Aamulehti, Northern Newspapers and Iltalehti all increased their advertising sales.

The circulation of the Newspapers unit rose 3.5 %. Iltalehti achieved a circulation increase in a declining market, reaching a market share of 41 %. The Newspapers unit's operating profit increased 9.3 % to MEUR 8.2 (MEUR 7.5).

KAUPPALEHTI GROUP

Kauppalehti group key figures (MEUR)	2006	2005	2005
	1-3	1-3	1-12
Net sales	14.1	12.7	53.8
Circulation sales	6.0	5.5	22.4
Media advertising sales	5.1	5.5	23.1
Other net sales	3.0	1.7	8.4
Operating profit	1.2	0.7	7.1
Operating margin, %	8.5	5.2	13.2
Gross capital expenditure	0.3	0.4	8.1
Average personnel, calculated as full-time employees	447	407	418

Kauppalehti group's net sales increased 10.6 %. This was due to 10,0 % growth in circulation income, about 25 % growth by the Lehdentekijät group and about 25 % growth by BNS, and new net sales totalling MEUR 0.8 contributed by the ePortti business.

The impact of the Presso Saturday paper on the Kauppalehti group's overall result was unchanged. Presso's audited number of readers was 117,000, which was higher than forecast and is expected to boost media sales in the future. The number of weekly visitors to the Kauppalehti Online internet pages reached an all-time high with 170,000 different visitors in the week beginning 13 March.

The Kauppalehti group's operating profit rose by more than 71 % to MEUR 1.2 (MEUR 0.7).

MARKETPLACES

Marketplaces key figures (MEUR)	2006	2005	2005
	1-3	1-3	1-12
Net sales	5.2	5.8	22.7
Operations in Finland	4.9	3.8	16.0
Operations outside Finland	0.2	0.1	0.5
Other operations *	0.0	1.8	6.1
Operating profit	0.5	0.1	1.1
Operating margin, %	9.6	1.7	4.9
Gross capital expenditure	0.5	1.4	3.5
Average personnel, calculated as full-time employees	94	110	109

* "Other operations" includes the net sales of the NWS unit and New Ventures unit for 2005. These units were divested during 2005.

Net sales of the Marketplaces unit decreased 10.7 % to MEUR 5.2 owing to the divestment of the NWS unit in September 2005. Comparable net sales rose 28.0 %, however, and the unit's large marketplaces, Etuovi and Monster, showed especially marked sales growth.

During the first quarter, a new used vehicle marketplace was launched in Tallinn, Estonia, and the decision was taken to open a similar service in Latvia as well as a new property marketplace based on the City24 concept in Ukraine. The new international marketplaces did not increase costs significantly.

The Marketplaces unit generated an operating profit of MEUR 0.5.

ASSOCIATED COMPANIES

Share of results of associated companies (MEUR)	2006	2005	2005
Newspapers	1-3	1-3	1-12
Kauppalehti group	0.0	0.0	0.0
Talentum Oyj	0.5	0.4	5.4
Other associated companies	0.2	0.0	0.1
Marketplaces	0.0	0.0	0.0
Other operations			
Acta Print Oy	-0.2	-0.4	-1.7
Other associated companies	0.1	0.1	0.7
Total	0.5	0.1	4.5

The Group owns 29.9 % of Talentum Oyj, which is part of the Kauppalehti group, and 36 % of Acta Print Oy, part of Other Operations.

BALANCE SHEET AND FINANCIAL POSITION

The Group's balance sheet totalled MEUR 257.4 at the end of March (MEUR 243.6 on 31 December 2005). The equity ratio at the end of March was 54.1 % (54.5 % on 31 December 2005) and equity per share was EUR 1.67 (EUR 1.69 on 31 December 2005).

Cash flow was good in the first three months of the year due to newspaper subscription payments for the year. Cash flow before financing activities was MEUR 22.3 (MEUR 19.0). In March the company paid shareholders a dividend totalling MEUR 9.0.

The Group had no net debt during the period. Cash and cash equivalents (net) at the end of March amounted to MEUR 25.6. One year earlier debt totalled MEUR 64.5. The Group's interest-bearing debt is denominated in euros and therefore does not require hedging against exchange rate differences. The most significant foreign currency based purchasing agreements are hedged, however.

CAPITAL EXPENDITURE

Gross capital expenditure totalled MEUR 2.3 (MEUR 4.2). Acquisitions during the quarter were the vehicle internet portal Autoinfo AS in Estonia and Mediaskopas UAB, a press review service, in Latvia. Other capital expenditure related to normal maintenance and repair items.

ADMINISTRATION

Alma Media Corporation's Annual General Meeting, held on 8 March 2006, elected as its Board of Directors Lauri Helve, Matti Häkkinen, Matti Kavetvuo, Kai Seikku, Kari Stadigh and Harri Suutari. The Board elected Kari Stadigh as its chairman and Matti Kavetvuo as the deputy chairman.

KPMG Oy Ab were appointed to be the company's auditors.

THE ALMA MEDIA SHARE

Trading in the company's share was very brisk; the number of shares traded in the first quarter of the year represented almost one-fifth of the total number shares. The trading volume amounted to MEUR 100 (MEUR 137). The comparative year's figure includes the Schibsted public offer for Alma Media's shares. The proportion of nominee-registered shares fell from 28.2 % to 22.3 % during the first quarter. The company was not aware of any changes in shareholdings exceeding flagging levels during the period.

The closing price of the Alma Media share at the end of March was EUR 7.96. The lowest price in the period was EUR 7.05 and the highest was EUR 8.10.

Alma Media's market capitalization at the end of March was MEUR 594 (MEUR 855).

Alma Media Corporation and eQ Pankki Oy have made a liquidity providing contract under which eQ Pankki Oy guarantees bid and ask prices for the shares with a maximum spread of 3% during 85% of the exchange's trading hours. The contract applies to a minimum of 2,000 shares, which corresponds to 40 share lots.

The AGM granted two authorizations to the Board of Directors to raise the share capital. The AGM decided to grant option rights, disapplying the pre-emptive subscription right of the shareholders, to the managements of Alma Media Corporation and its subsidiaries. The options will be gratuitously distributed at the decision of the Board of Directors. It was proposed that the pre-emptive right of the shareholders be disappplied on the grounds that the option rights are intended to form part of the company's schemes for ensuring personnel's motivation and long-term commitment to the company.

Altogether 1,920,000 stock options may be granted and these may be exercised to subscribe for at most 1,920,000 shares in Alma Media Corporation with a book counter-value of 0.60 euros per share.

The AGM also authorized the Board of Directors to decide on raising one or more convertible bond loans, and/or on raising the share capital with one or more rights issues provided that, when converting the convertible bonds, and/or when issuing new shares, at most 14,922,000 shares may be issued with a book counter-value of 0.60 euros per share and the share capital may be raised by at most 8,953,200 euros. This authorization is in force until 8 March 2007.

The AGM also decided that the company's share premium fund be reduced by 39,544,637.19 euros, and that the amount of restricted equity corresponding to the reduction, i.e. 0.53 euros per share, be repaid to the shareholders. The payment is expected to take place during September 2006.

The company does not own any of its own shares and it has no authorization to purchase its owns shares in public trading.

SUBSEQUENT EVENTS

In April Alma Media acquired an internet property portal, Apartament.pl, in Warsaw, Poland. The portable will enable the company to launch the City24.pl property marketplace in Poland in autumn 2006. The company currently operates City24 marketplaces in Estonia, Latvia and Lithuania.

FULL-YEAR PROSPECTS

In its Financial Statements Bulletin for 2005 the company forecast that its net sales from continuing operations would grow and that the operating profit from continuing operations would be at the last year's level. Provided that no significant decline takes place in the media market during the second quarter, the company expects its net sales to increase slightly compared to last year and its operating profit to reach at least the same level as last year.

NEXT INTERIM REPORT

Alma Media publishes its six-month interim report on 11 August 2006.

INCOME STATEMENT, MEUR	2006 1-3	2005 1-3	2005 1-12
Continuing operations:			
NET SALES	71.3	69.1	285.9
Other operating income	0.3	0.6	5.2
Operating expenses	-59.1	-61.5	-238.2
Depreciation, amortization and impairment charges	-2.5	-2.6	-10.5
OPERATING PROFIT	10.0	5.6	42.3
Financial income and expenses	-0.2	0.2	2.7
Share of results in associated companies	0.5	0.1	4.5
PROFIT BEFORE TAX	10.3	5.9	49.5
Income tax	-2.5	-1.5	-10.5
PROFIT FROM CONTINUING OPERATIONS	7.7	4.4	39.0
Income from discontinued operations		0.7	1.4
Capital gain on Broadcasting disposal			324.5
NET PROFIT FOR THE PERIOD	7.7	5.1	365.0
Distribution:			
To the parent company shareholders	7.6	4.9	364.6
Minority interest	0.1	0.2	0.4
Earnings/share (EPS), EUR, continuing operations			
EPS(diluted) EUR, continuing operations	0.10	0.06	0.52
EPS, EUR, discontinued operations, incl. Broadcasting capital gain			
EPS (diluted) EUR, discontinued operations, incl. Broadcasting capital gain		0.01	4.37
		0.01	4.37

BALANCE SHEET, MEUR	31.3.2006	31.3.2005	31.12.2005
ASSETS; CONTINUING OPERATIONS			
NON-CURRENT ASSETS			
Tangible assets	59.5	63.4	60.6
Intangible assets	7.5	7.5	7.4
Goodwill	18.9	14.8	18.9
Investments in associated companies	41.1	29.6	40.4
Other long-term investments	6.5	6.6	6.6
Deferred tax assets	4.3	4.1	4.8
Other receivables	5.1	6.9	5.3
CURRENT ASSETS			
Inventories	1.5	1.5	1.6
Trade and other receivables	31.5	113.0	28.5
Cash and cash equivalents *)	81,6	81,2	69,6
ASSETS, TOTAL; CONTINUING OPERATIONS	257,4	328,6	243,6
Discontinued operations, total		183,5	
Adjustments and eliminations		-150,5	
ASSETS, TOTAL	257,4	361,6	243,6

*)Includes the acquisition cost of the Broadcasting division, MEUR 54.8, in the comparative figures (Q1/2005).

BALANCE SHEET MEUR	31.3.2006	31.3.2005	31.12.2005
EQUITY AND LIABILITIES; CONTINUING OPERATIONS			
Parent company shareholders' equity			
Parent company shareholders' equity	124.9	152.7	126.2
Minority interest	0.4	2.1	0.5
SHAREHOLDERS' EQUITY, TOTAL	125.2	154.8	126.7
LIABILITIES			
Deferred tax liabilities	1.2	2.4	1.5
Long-term liabilities	31.0	81.1	31.3
Current liabilities	100.0	90.3	84.0
EQUITY AND LIABILITIES, TOTAL; CONTINUING OPERATIONS	257.4	328.6	243.6
Discontinued operations, total		183.5	
Adjustments and eliminations		-150.5	
EQUITY AND LIABILITIES, TOTAL	257.4	361.6	243.6

RECONCILIATION OF SHAREHOLDERS' EQUITY 1.1.-31.3.2006

MEUR	Share capital	Share premium	Share fund	translation differences	Accum.		Minority interest	Total equity
					Retained earnings	Parent company total		
Equity 1.1.2006	44.8	0.0	42.4	0.0	39.0	126.2	0.5	126.7
Net profit for the period					7.6	7.6	0.1	7.7
Dividend paid by parent company					-9.0	-9.0		-9.0
Dividends paid by subsidiaries							-0.2	-0.2
Equity 31.3.2006	44.8	0.0	42.4	0.0	37.7	124.9	0.4	125.2

RECONCILIATION OF SHAREHOLDERS' EQUITY 1.1.-31.3.2005

MEUR	Share capital	Share premium	Share fund	translation differences	Accum.		Minority interest	Total equity
					Retained earnings	Parent company total		
Equity 1.1.2005	26.5	1.8	50.8	0.0	66.8	145.8	2.0	147.8
Net profit for the period					4.9	4.9	0.2	5.1
Change in translation difference				-0.2		-0.2		-0.2
Share options exercised	0.2	-0.1	2.1			2.2		2.2
Equity 31.3.2005	26.7	1.7	52.9	-0.1	71.7	152.7	2.1	154.8

CASH FLOW STATEMENT, MEUR	2006 1-3	2005 1-3	2005 1-12
Continuing operations:			
Operating activities			
Net profit for the period	7.7	4.4	39.0
Adjustments	4.5	3.5	8.8
Change in working capital	13.5	12.3	1.3
Financial items and taxes	-1.8	0.6	-15.4
Net cash provided by operating activities	23.9	20.8	33.7
Cash flow from investing activities	-1.6	-1.8	-12.0
Cash flow before financing activities	22.3	19.0	21.7
Cash flow used in financing activities	-10.2	-12.4	-438.1
Discontinued operations:			
Cash flow from operating activities		-2.8	-1.3
Cash flow used in investing activities		-1.6	383.2
Cash flow used in financing activities		3.9	81.6
Change in cash and cash equivalents (increase + / decrease -)	12.1	6.1	47.1
Cash and cash equivalents at start of period	69.6	22.5	22.5
Cash and cash equivalents at close of period	81.6	28.6	69.6

GROUP INVESTMENTS, MEUR	2006 1-3	2005 1-3	2005 1-12
Gross capital expenditure, continuing operations	2.3	4.2	19.7
Gross capital expenditure, discontinued operations		2.2	2.7
Gross capital expenditure on fixed assets, total	2.3	6.4	22.4

ACQUIRED BUSINESSES during 1-3/2006, MEUR	Book value before consolidation	Fair values used in consolidation
Receivables	0.1	0.1
Total assets	0.1	0.1
Total liabilities	0.0	0.0
Net assets	0.1	0.1
Goodwill arising in acquisition		0.1
Acquisition cost		0.2
Cash and cash equivalents of acquired operations		0.0
Impact on cash flow		0.2

The marketplaces Autoinfo and Mediaskopas were acquired during the period. Since their acquisition had no significant impact on the Group, the impact of these separate acquisitions is shown as a single figure.

GROUP CONTINGENT LIABILITIES, MEUR	31.3.2006	31.3.2005	31.12.2005
Collateral for own commitments:			
Chattel mortgages	0.0	0.1	0.0
Collateral for others:			
Guarantees	2.2	2.2	2.2
Other commitments:			
Commitments based on agreements	0.2	0.2	0.1
Minimum rents payable on other rent agreements:			
Within 12 months	5.2	5.4	4.8
Within 1-5 years	13.9	13.8	13.3
After 5 years	11.3	16.8	13.2
Total	30.4	36.0	31.3

GROUP DERIVATIVE CONTRACTS, MEUR	31.3.2006	31.3.2005	31.12.2005
Raw material derivatives			
Fair value *	0.0	0.0	0.0
Amount, tonnes	5 000	3 000	5 000
Nominal value	2.6	1.5	2.6
Share options			
Fair value *		0.3	0.8
Nominal value		1.9	2.2

* The fair value represents the yield that would have arisen if the derivative positions had been cleared at the balance sheet date.

MAIN ACCOUNTING PRINCIPLES (IFRS)

- The recognition and measurement principles of IAS 34 have been applied in the preparation of this release.
- This interim report applies the same accounting principles and methods of measurement as in the annual financial statements.
- Owing to the Group's restructuring in 2005, the per share data for the comparative period have been adjusted to correspond with the current share structure to ensure comparability.
- In the comparative figures, the restructuring in 2005 is evident in the treatment of the merger of the previous Alma Media Corporation and Almanova Corporation as a reverse acquisition, as required by the Finnish Financial Supervision Authority. Since the reverse acquisition took place in the second quarter of 2005, Almanova Corporation has not been consolidated in the Q1/2005 comparative balance sheet. Its consolidation is visible from Q2/2005 onwards and therefore also in this release for the whole year 2005.
- The consolidated financial statements have been prepared in the name of the current legal parent company (called Almanova Corporation until November 7, 2005), but continuity in the Group accounts applies to the consolidated financial statements of the old Alma Media. The comparative figures for Q1/2005 are the comparative figures for the old Alma Media Group
- In spring 2005 the associated company Talentum Oyj announced an adjustment to shareholders' equity for 2004 in its IFRS opening balance sheet. The adjustment is included in this interim report's Q1/2005 comparative figures. Hence, the Q1/2005 comparative figures in the balance sheet differ in this respect from the Q1/2005 interim report figures published in 2005. The adjustment in Talentum's IFRS opening balance sheet was included last year from the second-quarter interim report onwards.
- The Annual General Meeting on 8 March 2006 decided the main terms and conditions of the stock option scheme. This decision authorizes the Board of Directors to decide independently on when and how many of these option rights shall be granted. In the company's accounts, the cost impact of these rights on the income statement will become visible from the date on which the Board decides to grant the rights.
- The figures in this interim report are unaudited.

Use of estimates

This bulletin contains certain statements that are estimates based on management's best knowledge at the time they were made. For this reason they contain risks and uncertainty. The estimates could change in the event of significant changes in business conditions.

ALMA MEDIA CORPORATION
Board of Directors

DISTRIBUTION: Helsinki Stock Exchange, principle media

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The presentation material in English will be available on the company's website, <http://www.almamedia.fi/home>, from 11.30 am.

A webcast will start in English at 3.00 pm and last for approximately 20 minutes. The Conference Call will begin at 3.30 p.m. The webcast can be followed at <http://www.almamedia.fi/home>. If you wish to participate in the Conference Call, please call at +44-207 162 0025.

Alma Media is a Finnish media group that publishes newspapers, produces and distributes economic information, and maintains online marketplaces. The Group's portfolio contains business, afternoon, regional, local and town papers. Alma Media also owns leading online marketplaces, a business that it is expanding into markets outside Finland.

Alma Media's best known products are the Aamulehti, Iltalehti and Kauppalehti papers and the Etuovi.com home-buying Internet service. The Group derives about half of its net sales from media advertising and roughly 40 % from newspaper circulation revenues. Net sales of continuing operations in 2005 amounted to MEUR 286, generating an operating profit of MEUR 42 or an operating margin of 14.8 %. The company's share is quoted on the Main List of the Helsinki Exchanges. More information at <http://www.almamedia.fi/home>.