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Public Relations

Key information about 22'000 publications worldwide

Publicitas releases Media Search Widget for iGoogle™

Lausanne/Zurich, June 15th 2009. **Publicitas, the leading transnational media representative with offices in 23 countries, opens its international media database to the public. Through its new Media Search widget, Publicitas provides easy access to key information about some 22'000 media of all kinds worldwide. The Publicitas widget is tailored for both professionals in the communication industry and advertisers seeking the right media to advertise their products and services internationally. The widget can be added to any iGoogle™ page by clicking <http://tinyurl.com/WidgetPublicitas>.**

By adding the Publicitas Widget* to their collection of widgets on iGoogle™, advertisers and agencies now gain direct access to a wealth of expert information about 22'000 media platforms worldwide, including leading quality newspapers, magazines, internet platforms and television broadcasters. The Publicitas Media Search Widget helps advertisers to connect with their international audiences across borders and strengthens Publicitas' role as a major player in the transnational ad sales industry.

Capitalizing on tight relationships with publishers and on added knowledge from media professionals in 23 countries and 60 sales outlets, Publicitas has built an unrivalled media knowledge base which on a day to day basis proves to be key to the company's top expertise in transnational media sales and intelligence. Through the Publicitas Media Search widget, media planners are now able to tap into this unparalleled collection to identify media platforms according to a number of quantitative and qualitative targeting criteria, such as editorial content, country of publication, publication name or language.

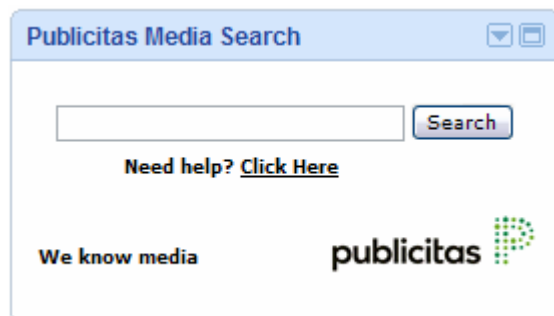
The Publicitas widget uses very simple search functionality, similar to the widely known "one-stop" search offered by the world's leading search platforms. It is based on a customization of Apache's Lucene™ search engine technology conducted with Publicitas' Swiss partner [Pixedia](http://www.pixedia.com). The tool is able to ventilate search strings through all important

criteria used to qualify publications in the Publicitas Media Database. Search results are then weighed and ranked in order of relevance. For each medium that is listed in the results, a factsheet outlining the medium's key characteristics can be generated, using up-to-date information from the Publicitas Media Database.

***About iGoogle and widgets**

- iGoogle is a service from Google, that lets users create a personalized homepage containing a Google search box at the top, and their choice of any number of widgets or gadgets below.
- Widgets come in lots of different forms and provide access to activities and information from all across the web, without ever having to leave your iGoogle page.
- iGoogle™ is a registered trademark of Google Inc.

The Publicitas Media Search Widget (clickable in the PDF)



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The global media marketing activities of [PubliGroupe](#) perform under the brand «Publicitas». Around 1,650 specialists from all media areas work at over 130 offices in 23 countries, creating a powerful allmedia interface between advertisers and media companies on behalf of media owners.

In Switzerland, the «new» Publicitas encompasses the former [Publicitas](#), [Publimedia](#), [Publimag](#), [Mosse](#), [Publicconnect](#), [Radiotele](#), [Cinecom](#) and [web2com](#). Abroad it includes those companies within the former [Publicitas](#) and [Adnative](#) networks. In 2008, the organisational units which make up Publicitas generated a turnover of 1,735 billion Swiss Francs.