

Press Release Paris, 20 June 2008

ACQUISITION OF ONMEDA, The N°1 German Health Portal

auFeminin.com has struck an agreement for the acquisition of the assets of Onmeda, (health portal of Onvista AG), through its German subsidiary goFeminin.de. This acquisition greatly strengthens the auFeminin Group's leading position in Germany.

Onmeda: the N°1 German health portal

With 740 000 unique visitors*, Onmeda is the benchmark health website in Germany: www.onmeda.de. Its 57% female audience has a strong complementarity with auFeminin.com's 100%-owned subsidiary « goFeminin.de », the #1 female site in Germany with over 2 million unique visitors*.

Onmeda's turnover is generated both by advertising (60%) and content syndication (40%). In 2007, the company realised a turnover of €1.5 million for a slightly profitable exercise and expects strong growth in 2008.

Bertrand Stephann, CEO auFeminin.com: "Health information is extremely important to modern women. The acquisition of Onmeda, with their high quality content, reinforces our position in the female public. It also enables new possibilities for successful marketing on the fields of pharmaceutical advertisement.. Aside from strengthening our position in the German market, this operation is therefore a strong base for future growth in Europe".

Exclusive content which will benefit the whole Group

Onmeda offers medical content that is renowned for its quality and enriched daily by an editorial team composed of pharmacists and biologists, along with a network of experts. The acquisition of Onmeda brings important synergies with Santé-AZ, auFeminin.com's health portal. The pooling of teams and resources will act as a real lever for development of the Group's health activity.

With this acquisition, auFeminin.com widens the gap in the German market, the second biggest market in Europe* in terms of online advertising

With an aggregate audience of over 2.7 million unique visitors in Germany**, auFeminin.com stamps its leadership on the German market, which saw €735 million of online advertising investment in 2007 for an annual growth of +16%.

Marc Schmitz, the current CEO of Onmeda, will remain in charge of company activity.

The acquisition of Onmeda is subject to approval of the German anti-trust authorities.

*Source: AGOF, February 2008 ** non deduplicated

About auFeminin.com

auFeminin.com, 74%-owned by the Axel Springer media group, runs the leading women's portal in Europe. auFeminin.com has a monthly audience of 16,2 million unique users* and 515 million page impressions**, with leading positions in France, Italy, Spain, Germany, Switzerland, Belgium, Canada, and a strong presence in the UK. The company also runs the thematic portals Marmiton (leading gastronomy site), Teemix (leading portal for young women), Tiboo (Pregnancy-Parenting), Voyage-Bons-Plans (Travel) and Santé-AZ (Health). Its Smart Adserver subsidiary develops and sells one of the leading Internet advertising servers for sites, agencies and advertisers. The auFeminin.com group reached a consolidated turnover of €22.5 million and EBIT of €13.1 million in 2007. auFeminin.com trades on the B eurolist of the Paris stock exchange (code FEM).

*source Comscore, April 2008 **source SmartAdserver, April 2008

About Onmeda

Onmeda publishes the leading health portal in Germany, with 740 000 unique visitors* and 10 million page views*. Created in 1997 by a scientific team from the Charité Hospital and the Max-Planck-Institut in Berlin, Onmeda offers medical content with extra added value: illustrated features, tips and tricks, tests, a directory describing over 5 000 medicines and a forum service run by medical experts. Onmeda employs a team of 15 people based in Cologne. Their total turnover for 2007 was €1.5 million, with a slight profit margin.

*Source: AGOF, February 2008

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