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PRESS RELEASE

September 8, 2011

Disclosure of acquisition of treasury shares

Roularta Media Group discloses the information with respect to the acquisition of treasury shares required under the Article 207 of the Royal Decree of January 30, 2001 implementing the Belgian Company Code.

Roularta Media Group today announces that during the period from August 31 to September 7, 2011 it acquired 14,000 treasury shares on NYSE Euronext Brussels.

The Board of Directors has performed these purchases in accordance with the empowerment of the extraordinary general meeting of May 19, 2009.

Acquisition Date	Number of shares	Average price (EUR)	Lowest price (EUR)	Highest price (EUR)	Amount (EUR)
31/08/2011	19	18.2500	18.2500	18.2500	346,75
01/09/2011	1,432	18.0016	17.8200	18.3000	25,778,29
02/09/2011	549	17.8180	17.8000	18.0000	9,782.08
05/09/2011	302	16.7537	16.5600	16.7900	5,059.62
06/09/2011	1,060	16.5705	16.3900	16.7500	17,564.73
07/09/2011	10,638	16.5050	16.2800	16.6000	175,580.19

As a result of this transaction, the company possesses a total of 575,181 treasury shares or 4.38 % of the total number of shares issued (i.e 13,141,123)

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