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## **PRESS RELEASE**

**7 April 2011**

### **Groupe Express-Roularta buys Ulike.net site**

Groupe Express-Roularta, the group of media brands that publishes, among others, L'Express and the cultural titles Studio-Cinélive, Lire, Classica, Pianiste and Keyboards Recordings (KR), announces that it has acquired Ulike.net, a cultural community internet site which was created in 2006.

With 850,000 unique visitors a month, Ulike.net will strengthen the Culture channel of LExpress.fr, with its 1 million unique visitors (*Nielsen/Netratings, January 2011*), which was launched in November 2009 in collaboration with Studio-Cinelive and Lire. This acquisition will boost the development and innovation momentum of this collaborative cultural forum, which is built around and with contributions from enthusiastic culture communities.

Ulike.net comprises a database of 500,000 data items on all aspects of culture, a community of 100,000 persons, and an opinion base with over 11 million contributions from culture fans.

Raphaël Labbé, Ulike.net's co-founder, is joining the Groupe Express-Roularta digital team as head of project innovation.

LExpress.fr reaches about 6 million unique visitors a month.

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