



PRESS RELEASE

CTS EVENTIM and Ringier establish EVENTIM CH AG

Joint venture to be leading Swiss ticket provider / 50 percent of shares for each party / Operations scheduled to begin in February of 2010

Munich/Zofingen, 17 December 2009 – Europe's leading ticket marketer, CTS EVENTIM, and Switzerland's biggest media company, Ringier, have agreed to establish a joint-venture corporation. The aim of the partnership is to assume market leadership in the Swiss ticketing sector. The company will be incorporated as a public limited company under Swiss law and will bear the name "EVENTIM CH AG". Operations are to begin in February of 2010.

The new joint-venture Swiss company EVENTIM CH will be used by CTS EVENTIM and Ringier to combine and concentrate their various media and ticketing activities. The new company will reinforce Ringier's Entertainment, Electronic Media & Events division, which also includes Good News, the leading Swiss promoter of concerts and events.

EVENTIM CH is to become the leading ticket provider in Switzerland. As Europe's most successful ticketing company for live events and as the leading provider of live entertainment, CTS EVENTIM AG will bring its experience, proven technologies and software solutions into the joint venture. As the biggest Swiss media enterprise with international presence, Ringier will bring its entire multimedia capabilities, customer relationships and its infrastructure, such as call centres, into the joint venture. Through Ringier, the Joint Vernture also aims to secure exclusive co-operation with Good News. The two companies each hold 50% of shares in the new company and aim to market third-party events as well. Another step will involve EVENTIM CH creating a portal for leisure and events.



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According to Klaus-Peter Schulenberg, CEO of CTS EVENTIM, “EVENTIM CH AG will benefit from collaboration between two market leaders. This means we are creating the ideal conditions for a Swiss success story.”

Ringier Switzerland’s CEO, Marc Walder, is similarly delighted about the formation of EVENTIM CH, saying that “Establishing this joint venture is of great importance for Ringier. By doing so, we are boosting expansion of our Entertainment division, with CTS EVENTIM as an experienced and successful partner at our side.”

The parties to the new enterprise will appoint the supervisory board and board of directors on a joint basis. The company will be consolidated in the annual financial statements of CTS Eventim AG.

About CTS EVENTIM

CTS EVENTIM AG, listed in the SDAX index (ISIN DE 0005470306), is Europe’s market leader in the ticketing field and one of the leading providers of Live Entertainment. More than 70 million tickets for well over 100,000 events are sold annually using systems developed and marketed by the EVENTIM Group. In addition to more than 8,000 stationary box offices throughout Europe, sales via the Internet and especially via the www.eventim.de and www.getgo.de portals are gaining increasing importance.

About Ringier AG

Ringier AG is a multinational media corporation whose 8,000-strong workforce produces newspapers, magazines, web and mobile platforms and TV/radio programmes in ten different countries. In its home market in Switzerland, 3,500 Ringier employees generated a total of 939 million Swiss francs in revenue in 2008. Established in 1833, Ringier is a family-owned company in its fifth generation. In summer 2009, Ringier Switzerland implemented its new strategic thrust by creating the “Entertainment, Electronic Media & Events” division. The latter is headed by Marco Castellaneta and pulls together Ringier’s various interests in Rose d’Or, Energy Zürich, Radio BE1, SAT.1 (Switzerland), PresseTV, Good News and the TV and film production activities of RingierTV.

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