

PUBLICATION OF 2010 HALF-YEAR FINANCIAL REPORT

auFeminin.com announces the publication of its 2010 Half-Year Financial Report, which was filed with the French market authority, the AMF, on October 12, 2010.

The Report can be consulted on the Group website (www.aufeminin.com). Copies of the document are also available at auFeminin.com's head office: 78 Avenue des Champs Elysées - 75008 Paris.

About auFeminin.com

82.2%-owned by Axel Springer Group, auFeminin.com Group is the world's No. 1 publisher of women's websites. It is present in France, Germany, the United Kingdom, Belgium, Spain, Italy, Poland, Switzerland, Canada, Morocco, and Vietnam.

The Group operates the leading network of women's sites, which consists of:

- auFeminin Brand: auFeminin.com sites defined by country, the Marmiton sites and 7 other women's sites published by the Group: SantéAZ, Onmeda, Teemix, Joyce, Voyage bons plans, MyBeautyCase and Bildderfrau. The Group boasts an audience of 36.2 million individual visitors⁽¹⁾ worldwide and 9.6 million individual visitors⁽²⁾ in France.

- auFeminin Partners: women's blogs and sites with an audience of 5.6 million individual visitors⁽²⁾; it is marketed by the auFeminin Group.

The Group also develops and markets SmartAdServer, the leading independent advertisement server in Europe.

The Group generated revenue of EUR 28.8 million in 2009.

auFeminin.com is listed in compartment C of NYSE-Euronext Paris (ISIN: FR0004042083, Ticker: FEM).

⁽¹⁾source: Comscore July 2010

⁽²⁾source: Nielsen NetRatings July 2010