



WEDIA admitted to NYSE Alternext

Paris, 12 July 2010 – NYSE Euronext today announced the admission to NYSE Alternext of WEDIA, a company providing software solutions for content management and cross-media publishing.

WEDIA offers professionals in communications, marketing and the press three packages combining software suites and on-line SaaS (Software as a Service): WEDIA Cross-Média, WEDIA Espresso and WEDIA Adsme. These innovative solutions are designed to increase the circulation and exposure of individual content items and to optimize publishing and presentation processes.

The admission of WEDIA (ticker symbol: ALWED) to NYSE Alternext was by direct admission to trading of the 564,854 shares making up its capital following the private placement with qualified investors of 165,612 new shares at a price of €15.82 each, making a total of €2.6 million.

Market capitalization of WEDIA on the date of admission amounted to €8.9 million.

"We are delighted to welcome WEDIA to NYSE Alternext, the market tailored to the needs of SMEs, comments Ronald Kent, Group Executive Vice President and Head of International Listings at NYSE Euronext. Market admission will enable WEDIA to raise its profile and enhance its appeal for customers, partners and staff."

Nicolas Boutet, WEDIA's Chairman and CEO, adds: *"admission to NYSE Alternext marks the beginning of an important new stage in WEDIA's development, offering a promise of vigorous growth acceleration. Market listing will increase our visibility and consolidate credibility with future clients. It will also ease talks with the management of potential targets for acquisitions now under consideration."*

NYSE Alternext today counts 145 listed companies from countries including Belgium, Canada, China, France, Italy, Luxembourg, the Netherlands, Spain, the UK and the US. Together they have raised over €2.3 billion, half of this on the secondary market, and their market capitalization totals €4.4 billion.



Press contacts:

NYSE Euronext (Paris): +33 (0)1 49 27 11 33

WEDIA: Nicolas BOUTET - +33(0)1 44 64 87 60

About WEDIA

WEDIA is a publisher of software for content management and multi-channel publishing. Serving clients in communications and marketing as well as media groups, it builds its offering on unrivalled experience in paper publishing systems for the press and content management for web sites. Offering a full line-up of software and comprehensive SaaS, WEDIA ensures a continuing match with rapidly changing needs in areas that include multi-site publishing platforms, on-line publishing solutions and dynamic website layout. Among its clients are such major businesses as Accor, Air Liquide, Bouygues Telecom, Direct Assurances, General Electric, Geodis, Groupama, La Française des Jeux, LVMH, Nouvelles Frontières, SFR, Société Générale, Vinci and Yves Saint Laurent as well as leading French press titles including L'Equipe, La Croix, Le Figaro, Bayard Presse, L'Etudiant, La Nouvelle République du Centre Ouest, La Revue Fiduciaire and Yellow Média.

Counting a total of 55 staff members at sites in Paris et Montpellier, WEDIA has posted firm growth over the past five years and now has its sights on rapid international expansion as a provider of choice for the press and other businesses aiming to make media convergence a reality.

About NYSE Euronext

NYSE Euronext (NYX) is a leading global operator of financial markets and provider of innovative trading technologies. The company's exchanges in Europe and the United States trade equities, futures, options, fixed-income and exchange-traded products. With approximately 8,000 listed issues (excluding European Structured Products), NYSE Euronext's equities markets – the New York Stock Exchange, NYSE Euronext, NYSE Amex, NYSE Alternext and NYSE Arca – represent one-third of the world's equities trading, the most liquidity of any global exchange group. NYSE Euronext also operates NYSE Liffe, one of the leading European derivatives businesses and the world's second-largest derivatives business by value of trading. The company offers comprehensive commercial technology, connectivity and market data products and services through NYSE Technologies. NYSE Euronext is in the S&P 500 index, and is the only exchange operator in the S&P 100 index and Fortune 500. For more information, please visit: www.nyx.com