

CEDROM-SNi ACQUIRES DIVA-PRESS IN FRANCE

Company asserts its leadership position in Canada and France in the distribution of news content.

Montréal, January 8, 2004 — CEDROM-SNi, one of Canada's leading electronic news content provider, and the publisher of the Newscan.com service, has acquired France's [DIVA-Press](#), publisher of the online DIVA service, which is dedicated to economic and financial information. DIVA was previously owned by the French group Finintel. Through its Newscan.com site, CEDROM-SNi provides access to the daily content of 200 Canadian and European media sources, including Canada's top English and French language daily newspapers, news agencies, and major weekly and monthly publications.

The acquisition rounds out CEDROM-SNi's offer to its clientele. It will enable the content aggregator to exclusively give access to AGEFI, one of France's top financial publications. It will also give [DIVA-Press](#) clients access to a wide selection of CEDROM-SNi's regional, national, and international sources. The move strengthens the firm's presence in the European market, which currently represents 30% of its sales.

A recent study by the American research firm Outsell, which specializes in analysis of the information content industry, found that financial decision-makers account for 20% of corporate spending on content purchases. The figures point to an irreversible trend among businesses and decision-makers, who require tools for the intelligent management of the information that is essential for their day-to-day work.

"This entry into the financial sector is a natural extension of the services that we have been offering in France for more than five years," said CEDROM-SNi President François Aird. "It represents a unique opportunity for us to consolidate our leadership position in the distribution of news content in the French market, and to penetrate the world of private enterprise with a carefully targeted product. We already have a substantial technological lead over the competition in this market, and the acquisition of DIVA further increases our growth potential."

Finintel Managing Director Philippe Micouleau is pleased with the natural marriage of the two news services. "We decided to refocus on our core business

as a content publisher, and we felt that CEDROM-SNi was in the best position to support our DIVA product with the same care that built our reputation with our clientele.”

About CEDROM-SNi

CEDROM-SNi is a company that includes near 200 news and business publications, mainly from Canada and Europe, on its CD-ROM and Internet products. Access to the information in CEDROM-SNi products is in full respect of copyright. Content is made available based on agreements signed with each of the publications involved. The company's main products include Newscan.com, Eureka.cc and Europresse.com Web sites. It has approximately 90 employees and offices in Montreal (Headquarters), Paris, Ottawa, Toronto and Halifax.

Founded in 1989 and leader in its industry, the firm has been a partner of Transcontinental Inc. since 1996.

About Finintel

Through its AGEFI SA subsidiary, Finintel is a news publisher that provides finance professionals with a complete and specialized service. Its flagship publication, the daily financial newspaper AGEFI, is intended for security issuers and professionals at financial institutions and large corporations; while Agefi-ACTIFS, which is published weekly, is aimed at asset-management professionals. These publications are complemented by a line of products bearing the AGEFI name, including directories, seminars, and major awards for finance professionals. Finintel’s communication services pool includes Companynews, which offers a multi-channel corporate information distribution service.