

Les Echos first French electronic newspaper edition daily on iRex iLiad

Les Echos, the French leading newspaper in electronic newspaper publishing and iRex Technologies, the Dutch pioneer in electronic paper solutions would like to announce their cooperation in introducing the Les Echos electronic paper edition on the iRex iLiad for the French market by September 2007.

Subscribers of Les Echos newspaper and interested new subscribers will get an attractive offer from Les Echos to enjoy their daily newsmagazine on an iLiad electronic paper device. Two different editions: Les Echos and AFP, updated every hour (7am - 9pm) from Monday to Friday via the WiFi delivery direct into the electronic paper device, without the need for a PC.

Statement Philippe Jannet: "This will introduce a new era of newspaper publishing. It is a tradition of Les Echos to be the first to bring innovative solutions to their readers. With the subscription our readers will get an attractive offer of a year subscription of Les Echos with multiple editions, two free e-paper editions (one dedicated to Personal Finance information and one to Stock Exchange information), an extra AFP edition, some free e-books and the electronic paper device at a great bargain."

On behalf of iRex Technologies BV, Willem Endhoven, VP of marketing and Business development comments: "We have envisioned for some time the potential of electronic paper solutions for the newspaper industry. We are very pleased that, in cooperation with Les Echos, we have the opportunity to demonstrate the whole system of content delivery of multiple editions per day over Internet. Together with Les Echos we made it attractive to their readers to receive this advanced portable device that reads like paper for your books, notes, documents and now also: your newspaper. This will set the trend in the newspaper industry."

About iRex Technologies

iRex Technologies BV, located on the High Tech Campus in Eindhoven, the Netherlands, is a spin-off company from Royal Philips Electronics. iRex provides electronic-paper based solutions for reading written digital content with the ease and comfort of print on paper, combined with the interactivity, flexibility and up-dating ability of digital information. iRex has a Business-to-Business focus: supporting organizations in bringing their content (newspapers, books, documents) to their members, customers and employees, wherever they are, whenever they want it.

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For the latest on iRex Technologies see <http://www.irextechnologies.com>

High-resolution pictures are available from: <http://www.irextechnologies.com/press/downloads>

About Les Echos

Founded in 1908, the French daily newspaper Les Echos is the paper of reference for business leaders.

Les Echos has a circulation of 140,313 (OJD 2005) and is read by 486,000 business leaders and decision-makers (IPSOS FCA 2007). The editorial staff is made up of 190 journalists (with 12 foreign correspondents) and approximately 40 regional correspondents.

Created in 1996, Lesechos.fr is the leading French business and financial web site. It provides all the up-to-date financial news and related data, including the markets and business information. Lesechos.fr is the first information website in Europe, exploring a hybrid model (free content paid by advertising and content reserved to website subscribers). Today Lesechos.fr have more than 25,000 subscribers, more than 1.5 million unique visitors/month and is one of the rare information website to be profitable.

Providing the ideal complement to the paper edition and the lesechos.fr website, this new mobile e-paper reader combines the reading quality of the paper, the advantages of mobility, instantaneous updating and the rich content of the internet.

<http://www.lesechos.fr>

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For more information about the e-paper offer of Les Echos see <http://www.lesechos.fr/epaper/inscription.htm>