

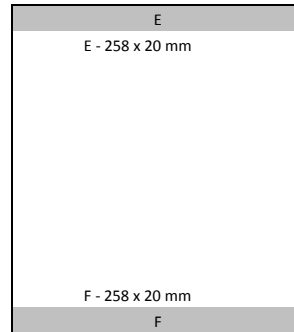
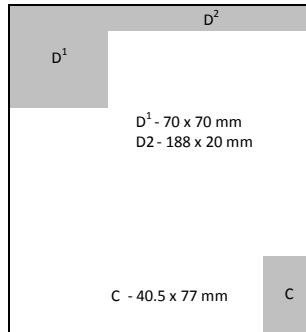
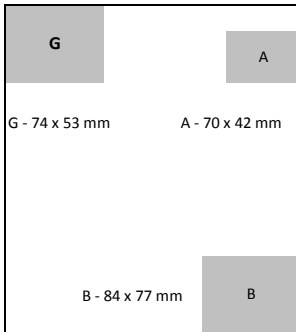
Price list of advertising in the daily paper SME (Monday - Friday)

(valid from 1 December 2010)

Prices are exclusive of VAT.

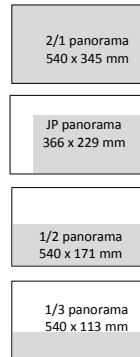


Front page



| Type | *SME | SUPPL. SME BA | |
|------|---------|---------------|---------|
| | | Small | postbox |
| A | € 2 000 | - | - |
| B | € 3 500 | - | - |
| C | € 1 500 | - | - |
| D | € 7 000 | - | - |
| E | € 5 000 | - | - |
| F | € 3 800 | - | - |
| G | - | € 550 | € 620 |

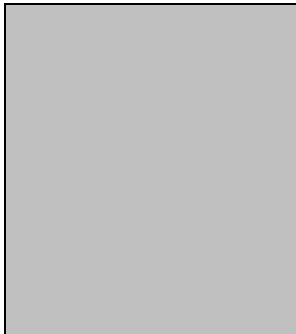
* except for columns and specialized daily SME supplements



| Page | 2/1 | JP | 1/2 | 1/3 |
|---------------------|----------|----------|----------|----------|
| Advertising page | - | - | - | - |
| Editorial page | € 11 500 | € 10 000 | € 8 000 | € 7 000 |
| Page 3 | - | - | - | - |
| Pages 4 - 5 | € 15 000 | € 14 000 | € 12 000 | € 11 000 |
| Pages 6 - 7 | € 13 500 | € 12 000 | € 10 000 | € 9 000 |
| Pages 8 - 9 | € 12 500 | € 11 000 | € 9 000 | € 8 000 |
| SME BA small suppl. | € 6 800 | € 5 700 | € 4 200 | € 3 700 |
| SME BA postbox sup | € 9 700 | € 8 000 | € 5 700 | € 5 000 |

1/1

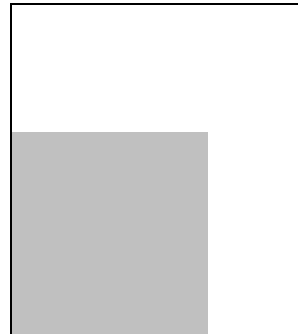
258 mm x 345 mm



| Page | 4-colour | b&w |
|----------------------|----------|---------|
| Advertising page | € 5 900 | € 4 000 |
| Editorial page | € 6 500 | € 4 800 |
| Page 3 | € 14 900 | - |
| Page 5 (or 4) | € 9 900 | - |
| Page 7 (or 6) | € 8 500 | - |
| Page 9 (or 8) | € 6 900 | - |
| Last page TUE-FR | € 6 900 | - |
| BA region | € 3 500 | € 2 400 |
| BA+Western region | € 4 400 | € 3 000 |
| Central region | € 3 500 | € 2 400 |
| Eastern region | € 3 500 | € 2 400 |
| SME BA small suppl. | € 3 500 | € 2 400 |
| SME BA postbox suppl | € 5 000 | € 4 100 |

JP

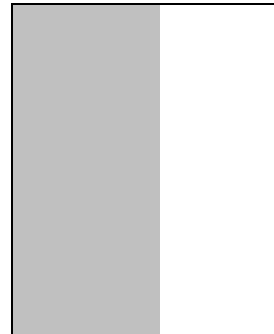
171 mm x 229 mm



| Page | 4-colour | b&w |
|----------------------|----------|---------|
| Advertising page | € 4 500 | € 3 000 |
| Editorial page | € 5 000 | € 3 600 |
| Page 3 | - | - |
| Page 5 (or 4) | € 9 000 | - |
| Page 7 (or 6) | € 8 000 | - |
| Page 9 (or 8) | € 6 000 | - |
| Last page | - | - |
| BA region | € 2 600 | € 1 700 |
| BA+Western region | € 2 950 | € 2 200 |
| Central region | € 2 600 | € 1 700 |
| Eastern region | € 2 600 | € 1 700 |
| SME BA small suppl. | € 2 600 | € 1 700 |
| SME BA postbox suppl | € 3 600 | € 2 700 |

1/2 height

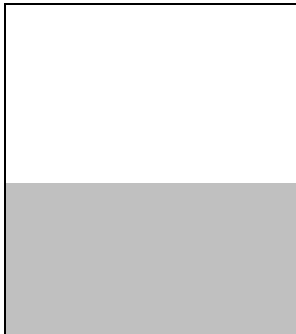
127.5 mm x 345 mm



| Page | 4-colour | b&w |
|-----------------------|----------|---------|
| Advertising page | € 3 800 | € 2 300 |
| Editorial page | € 4 200 | € 2 800 |
| Page 3 | - | - |
| Page 5 (or 4) | € 8 000 | - |
| Page 7 (or 6) | € 6 000 | - |
| Page 9 (or 8) | € 5 000 | - |
| Last page | - | - |
| BA region | € 2 000 | € 1 400 |
| BA+Western region | € 2 500 | € 1 800 |
| Central region | € 2 000 | € 1 400 |
| Eastern region | € 2 000 | € 1 400 |
| SME BA small suppl. | € 2 000 | € 1 400 |
| SME BA postbox suppl. | € 2 700 | € 2 400 |

1/2 width

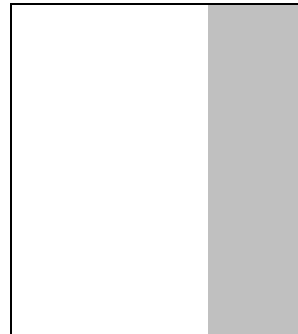
258 mm x 171 mm



| Page | 4-colour | b&w |
|----------------------|----------|---------|
| Advertising page | € 3 800 | € 2 300 |
| Editorial page | € 4 200 | € 2 800 |
| Page 3 | € 10 000 | - |
| Page 5 (or 4) | € 8 000 | - |
| Page 7 (or 6) | € 6 000 | - |
| Page 9 (or 8) | € 5 000 | - |
| Last page MO-FR | € 5 000 | - |
| BA region | € 2 000 | € 1 400 |
| BA+Western region | € 2 500 | € 1 800 |
| Central region | € 2 000 | € 1 400 |
| Eastern region | € 2 000 | € 1 400 |
| SME BA small suppl. | € 2 000 | € 1 400 |
| SME BA postbox suppl | € 2 700 | € 2 400 |

1/3 height

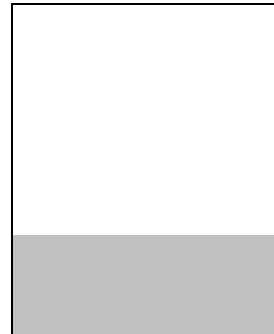
84 mm x 345 mm



| Page | 4-colour | b&w |
|----------------------|----------|---------|
| Advertising page | € 2 600 | € 1 650 |
| Editorial page | € 3 000 | € 2 000 |
| Page 3 | € 7 000 | - |
| Page 5 (or 4) | € 6 000 | - |
| Page 7 (or 6) | € 5 000 | - |
| Page 9 (or 8) | € 4 000 | - |
| Last page | - | - |
| BA region | € 1 300 | € 900 |
| BA+Western region | € 1 650 | € 1 260 |
| Central region | € 1 300 | € 890 |
| Eastern region | € 1 300 | € 890 |
| SME BA small suppl. | € 1 300 | € 900 |
| SME BA postbox suppl | € 1 850 | € 1 500 |

1/3 width

258 mm x 113 mm



| Page | 4-colour | b&w |
|-----------------------|----------|---------|
| Advertising page | € 2 600 | € 1 650 |
| Editorial page | € 3 000 | € 2 000 |
| Page 3 | € 7 000 | - |
| Page 5 (or 4) | € 6 000 | - |
| Page 7 (or 6) | € 5 000 | - |
| Page 9 (or 8) | € 4 000 | - |
| Last page MO-FR | € 4 000 | - |
| BA region | € 1 300 | € 900 |
| BA+Western region | € 1 650 | € 1 260 |
| Central region | € 1 300 | € 890 |
| Eastern region | € 1 300 | € 890 |
| SME BA small suppl. | € 1 300 | € 900 |
| SME BA postbox suppl. | € 1 850 | € 1 500 |

An editorial page is a page designated by the publisher which includes at least editorial piece. For advertising formats smaller than 1/3 of a page (inclusive), the issuer reserves the right to publish a number of advertisers on an editorial page at the same time. Friday's SME BA postbox supplement is published on a bi-weekly basis in a total print run of up to 218,000 copies, approximately 22,000 copies of which as a separate daily SME supplement. The print run of 196,000 copies is distributed free to accessible and undamaged household postboxes in Bratislava. For publishing dates - see the publishing timetable.

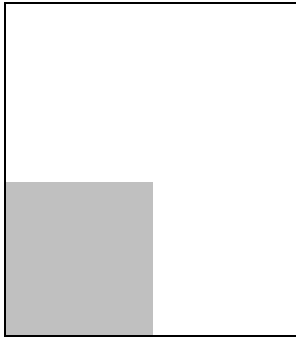
Price list of advertising in the daily paper SME (Monday - Friday)

(valid from 1 December 2010)

Prices are exclusive of VAT.



1/4 height
127.5 mm x 171 mm



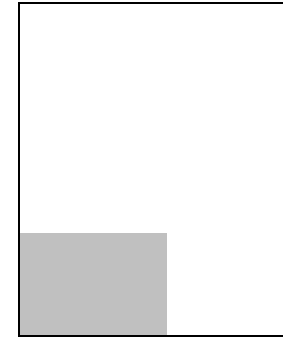
| Page | 4-colour | b&w |
|-----------------------|----------|---------|
| Advertising page | € 2 100 | € 1 250 |
| Editorial page | € 2 500 | € 1 550 |
| Page 3 | - | - |
| Page 5 (or 4) | € 5 500 | - |
| Page 7 (or 6) | € 4 200 | - |
| Page 9 (or 8) | € 3 500 | - |
| Last page | - | - |
| BA region | € 1 200 | € 750 |
| BA+Western region | € 1 400 | € 980 |
| Central region | € 1 200 | € 760 |
| Eastern region | € 1 200 | € 760 |
| SME BA small suppl. | € 1 200 | € 750 |
| SME BA postbox suppl. | € 1 400 | € 1 150 |

1/4 width
258 mm x 84 mm



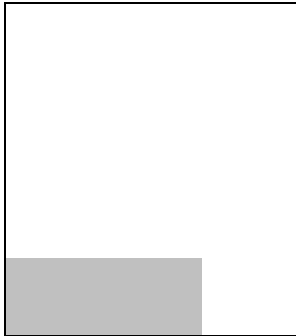
| Page | 4-colour | b&w |
|-----------------------|----------|---------|
| Advertising page | € 2 100 | € 1 250 |
| Editorial page | € 2 500 | € 1 550 |
| Page 3 | € 6 500 | - |
| Page 5 (or 4) | € 5 500 | - |
| Page 7 (or 6) | € 4 200 | - |
| Page 9 (or 8) | € 3 500 | - |
| Last page MO-FR | € 3 500 | - |
| BA region | € 1 200 | € 750 |
| BA+Western region | € 1 400 | € 980 |
| Central region | € 1 200 | € 760 |
| Eastern region | € 1 200 | € 760 |
| SME BA small suppl. | € 1 200 | € 750 |
| SME BA postbox suppl. | € 1 400 | € 1 150 |

1/6 height
127.5 mm x 113 mm



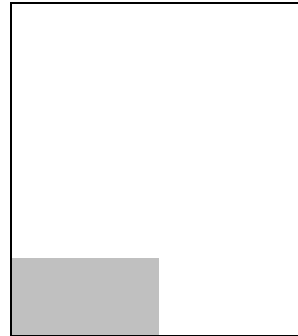
| Page | 4-colour | b&w |
|-----------------------|----------|---------|
| Advertising page | € 1 350 | € 900 |
| Editorial page | € 1 700 | € 1 150 |
| Page 3 | - | - |
| Page 5 (or 4) | - | - |
| Page 7 (or 6) | - | - |
| Page 9 (or 8) | - | - |
| Last page | - | - |
| BA region | € 800 | € 500 |
| BA+Western region | € 900 | € 700 |
| Central region | € 800 | € 500 |
| Eastern region | € 800 | € 500 |
| SME BA small suppl. | € 800 | € 500 |
| SME BA postbox suppl. | € 1 100 | € 800 |

1/6 width
171 mm x 84 mm



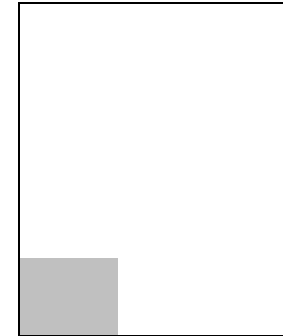
| strata | 4-colour | b&w |
|-----------------------|----------|---------|
| Advertising page | € 1 350 | € 900 |
| Editorial page | € 1 700 | € 1 150 |
| Page 3 | - | - |
| Page 5 (or 4) | - | - |
| Page 7 (or 6) | - | - |
| Page 9 (or 8) | - | - |
| Last page | - | - |
| BA region | € 800 | € 500 |
| BA+Western region | € 900 | € 700 |
| Central region | € 800 | € 500 |
| Eastern region | € 800 | € 500 |
| SME BA small suppl. | € 800 | € 500 |
| SME BA postbox suppl. | € 1 100 | € 800 |

1/8
127.5 mm x 84 mm



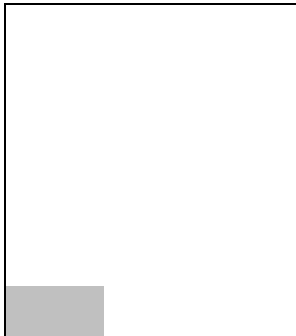
| Page | 4-colour | b&w |
|-----------------------|----------|-------|
| Advertising page | € 1 000 | € 680 |
| Editorial page | € 1 500 | € 870 |
| Page 3 | - | - |
| Page 5 (or 4) | - | - |
| Page 7 (or 6) | - | - |
| Page 9 (or 8) | - | - |
| Last page | - | - |
| BA region | € 620 | € 400 |
| BA+Western region | € 680 | € 540 |
| Central region | € 620 | € 400 |
| Eastern region | € 620 | € 400 |
| SME BA small suppl. | € 620 | € 400 |
| SME BA postbox suppl. | € 750 | € 610 |

1/12
84 mm x 84 mm



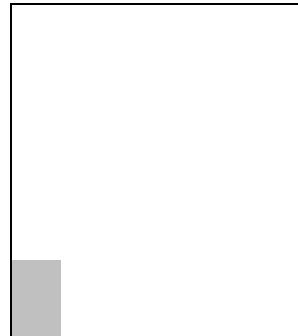
| Page | 4-colour | b&w |
|-----------------------|----------|-------|
| Advertising page | € 700 | € 450 |
| Editorial page | € 1 050 | € 580 |
| Page 3 | - | - |
| Page 5 (or 4) | - | - |
| Page 7 (or 6) | - | - |
| Page 9 (or 8) | - | - |
| Last page | - | - |
| BA region | - | - |
| BA+Western region | - | - |
| Central region | - | - |
| Eastern region | - | - |
| SME BA small suppl. | € 400 | € 270 |
| SME BA postbox suppl. | € 550 | € 360 |

1/18
84 mm x 55 mm



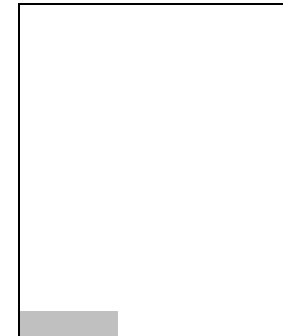
| Page | 4-colour | b&w |
|-----------------------|----------|-------|
| Advertising page | € 490 | € 280 |
| Editorial page | - | - |
| Page 3 | - | - |
| Page 5 (or 4) | - | - |
| Page 7 (or 6) | - | - |
| Page 9 (or 8) | - | - |
| Last page | - | - |
| BA region | - | - |
| BA+Western region | - | - |
| Central region | - | - |
| Eastern region | - | - |
| SME BA small suppl. | € 260 | € 180 |
| SME BA postbox suppl. | € 310 | € 240 |

1/24
40.5 mm x 84 mm



| Page | 4-colour | b&w |
|-----------------------|----------|-------|
| Advertising page | € 360 | € 220 |
| Editorial page | - | - |
| Page 3 | - | - |
| Page 5 (or 4) | - | - |
| Page 7 (or 6) | - | - |
| Page 9 (or 8) | - | - |
| Last page | - | - |
| BA region | - | - |
| BA+Western region | - | - |
| Central region | - | - |
| Eastern region | - | - |
| SME BA small suppl. | € 200 | € 130 |
| SME BA postbox suppl. | € 270 | € 200 |

1/36
84 mm x 25 mm



| Page | 4-colour | b&w |
|-----------------------|----------|-------|
| Advertising page | € 220 | € 130 |
| Editorial page | - | - |
| Page 3 | - | - |
| Page 5 (or 4) | - | - |
| Page 7 (or 6) | - | - |
| Page 9 (or 8) | - | - |
| Last page | - | - |
| BA region | - | - |
| BA+Western region | - | - |
| Central region | - | - |
| Eastern region | - | - |
| SME BA small suppl. | € 120 | € 70 |
| SME BA postbox suppl. | € 150 | € 110 |

An editorial page is a page designated by the publisher which includes at least editorial piece. For advertising formats smaller than 1/3 of a page (including), the issuer reserves the right to publish a number of advertisers on an editorial page at the same time.

Friday's SME BA postbox supplement is published on a bi-weekly basis in a total print run of up to 218,000 copies, approximately 22,000 copies of which as a separate daily SME supplement. The print run of 196,000 copies is distributed free to accessible and undamaged household postboxes in Bratislava. For publishing dates - see the publishing timetable.

Price list of advertising in the daily paper SME (Monday - Friday)

(valid from 1 December 2010)

Prices are exclusive of VAT.



| Column width | | | | | | |
|----------------|------|----|-------|-----|-------|-----|
| No. of columns | 1 | 2 | 3 | 4 | 5 | 6 |
| Width in mm | 40,5 | 84 | 127,5 | 171 | 214,5 | 258 |

| Price per 1 mm of column - non-standard ad formats | 4-colour | b&w |
|--|----------|--------|
| Daily SME | € 4,50 | € 2,70 |
| BA region | € 2,50 | € 1,70 |
| BA+Western region | € 2,80 | € 2,20 |
| Central region | € 2,50 | € 1,70 |
| Eastern region | € 2,50 | € 1,70 |
| Friday's SME BA small supplement | € 2,50 | € 1,70 |
| Friday's SME BA large supplement | € 3,30 | € 2,50 |

Prices per 1 mm of column refer to non-standard formats of advertisement published on advertising pages. The price of the non-standard format is calculated as the price per mm of the column multiplied by the number of columns multiplied by the required height of the advertisement in mm. Publication of non-standard formats of advertisement is not allowed on pages 1 - 9, the central double-page and the last page of the daily SME.

For non-standard formats of advertisement, it is necessary to comply with the width of columns. The height of non-standard formats of advertisement is optional, but only to the extent which is acceptable for publication on the relevant page. The maximum height of the advertisement is 345 mm.

| Surcharges for placement on the editorial page | |
|---|-------|
| Ads with an area larger than 1/6 of a page | + 35% |
| Ads with an area of less than 1/6 of a page (including) | +50% |

The minimum advertising formats to be published on the editorial page is 1/12 of a page. Editorial page is a page designated by the publisher which includes at least one editorial piece. For advertising formats of less than 1/3 of a page (inclusive), the issuer reserves the right to publish a number of advertisers on an editorial page at the same time.

The surcharge for the placement on the editorial page is added to the basic price of non-standard format on an advertising page.

| Surcharges for a desired location | |
|---|-------|
| Ads with an area greater than 1/6 of a page | +100% |
| Ads with an area of less than 1/6 of a page (inclusive) | +150% |

The minimum advertising format for a desired location is 1/12 of a page. For advertising in the daily SME, the desired location shall mean the page (not the placement on the given page) or column (not the specific page of the column), as defined by the client, except for pages 1 - 9, the central double-page and the last page of the daily SME, and columns in which advertisements cannot be placed.

For advertising in the "SME BA small or postbox supplement", the desired location shall mean the page (not the placement on the given page), including the first and last page of such supplement, as defined by the client, to the extent and in the form of advertising space which is acceptable for publication on such page.

For advertising published in regional versions of the daily SME (BA, BA+Western region, Central region and Eastern region), the desired location is not possible.

For advertising formats of less than 1/3 of a page (including), the publisher reserves the right to publish a number of advertisers on the desired page at the same time. The surcharge for the desired location is added to the basic price of the format on the advertising page.

| Additional charges | |
|---|----------------------------|
| Advertisement published within 48 hours | 50% |
| Changes to base print data within 48 hours before pub | 50% |
| Advertisement production | 10% (but a min. of 50 EUR) |
| *Political advertisements | 20% |
| * Political advertisements are governed by the Rules of Petit Press a.s. for Publishing Political Advertisement | |

| *Atypical forms of advertisements | *Slip-cover | **Pocket |
|------------------------------------|-------------|-------------|
| Daily SME | 60 000 € | 0,30 €/unit |
| BA region | - | 0,40 €/unit |
| BA+Western region | - | 0,35 €/unit |
| Central region | - | 0,40 €/unit |
| Eastern region | - | 0,40 €/unit |
| Two regions | - | 0,35 €/unit |
| All regions | - | 0,30 €/unit |
| Friday's SME BA small supplement | - | - |
| Friday's SME BA postbox supplement | - | - |

* Price incl. the slip-cover print (newspaper); ** Price excl. printing; Prices are per copy.

| *Inserted advertisement | up to 20 g | 20 - 50 g | over 50 g |
|------------------------------------|-------------|--------------|--------------|
| Daily SME | 0,06 €/unit | 0,09 €/unit | by agreement |
| BA region | 0,08 €/unit | 0,11 €/unit | by agreement |
| BA+Western region | 0,07 €/unit | 0,10 €/unit | by agreement |
| Central region | 0,08 €/unit | 0,11 €/unit | by agreement |
| Eastern region | 0,08 €/unit | 0,11 €/unit | by agreement |
| Two regions | 0,07 €/unit | 0,10 €/unit | by agreement |
| All regions | 0,06 €/unit | 0,09 €/unit | by agreement |
| Friday's SME BA small supplement | 0,08 €/unit | 0,11 €/unit | by agreement |
| Friday's SME BA postbox supplement | 0,04 €/unit | by agreement | by agreement |

Prices are per unit.

| *Pasted advertisement | Manual | *Machine |
|------------------------------------|------------------|------------------|
| Daily SME | from 0,12 €/unit | from 0,15 €/unit |
| BA region | from 0,12 €/unit | from 0,15 €/unit |
| BA+Western region | from 0,12 €/unit | from 0,15 €/unit |
| Central region | from 0,12 €/unit | from 0,15 €/unit |
| Eastern region | from 0,12 €/unit | from 0,15 €/unit |
| Friday's SME BA small supplement | from 0,12 €/unit | from 0,15 €/unit |
| Friday's SME BA postbox supplement | from 0,07 €/unit | from 0,15 €/unit |

* Including the pasting price

| *Tape | |
|------------------------------------|-------------|
| Daily SME | 0,17 €/unit |
| BA region | 0,18 €/unit |
| BA+Western region | 0,18 €/unit |
| Central region | 0,18 €/unit |
| Eastern region | 0,18 €/unit |
| Friday's SME BA small supplement | - |
| Friday's SME BA postbox supplement | - |

* Max. height of 7 cm

| Forms closure | for orders | for base print data |
|-------------------------|--|---------------------|
| Daily SME | * 7 work. days | * 5 work. days |
| Specialized supplements | see the timetable of specialized supplements | |

* If not given otherwise; number of working days before the publication of the advertisement.

| Repetition discounts | 4 - 6 times | 7 - 11 times | 12 times |
|------------------------------------|-------------|--------------|----------|
| daily SME | 3% | 5% | 10% |
| BA region | 3% | 5% | 10% |
| BA+Western region | 3% | 5% | 10% |
| Central region | 3% | 5% | 10% |
| Eastern region | 3% | 5% | 10% |
| Two regions | 3% | 5% | 10% |
| All regions | 3% | 5% | 10% |
| Friday's SME BA small supplement | 3% | 5% | 10% |
| Friday's SME BA postbox supplement | 3% | 5% | 10% |

* Repetition discounts cannot be combined with bulk discounts.

| Bulk discounts (incl. regional versions and SME BA supplement) | |
|--|-----|
| 16,500 € - 33,000 € | 4% |
| 33,000 € - 66,000 € | 7% |
| more than 66,000 € | 10% |

* Bulk discounts cannot be combined with repetition discounts.

| Cancellation charges | |
|--|------|
| 14 - 8 working days before publication | 50% |
| Within 7 working days before publication | 100% |
| Specialized supplements after the closure date | 100% |

* If not given otherwise; number of working days before the publication of advertisement

Technical conditions
Technical conditions for publishing advertisements in the daily SME or its supplements are given in a separate document "Technical Conditions for Publishing Advertisements in the daily SME".

Promotional articles
For advertising in the form of promotional articles, the form of make-up of promotional texts as well as the font used must differ from the form of make-up and font of editorial material in the daily SME or its supplements, where a promotional article shall mean space advertising in the form of text information, or a combination of text and graphical information. The text of the promotional article must be written in sans-serif font and the article must be in a grid area and a box. Under the Advertising Act, as well as for the purpose of appropriate identification for the reader, the publisher reserves the right to place a promotional article in a box, identify it with a line and mark it as "advertisement" with an advertisement number.

Comments
A junior page is considered to be an advertisement in a format with a width of 4 or 5 columns and a height of 179 to 229 mm. No discounts (bulk, repetition, package or client) apply to atypical forms of advertisement (inserted, pasted or in tape form). Agency discounts are only granted to contracted partners. Discounts cannot be combined, while they only refer to the current order regardless of the previous quantity and number of repetitions.

| Contacts | |
|-------------------|-------------------------------|
| Petit Press a.s. | Tel: 02/59 233 240 |
| Lazaretská 12 | Fax: 02/59 233 295 |
| 811 64 Bratislava | prijem.inzercia@petitpress.sk |

By ordering advertising, the client accepts the General Terms and Conditions for Publication of Advertising by Petit Press, a.s. (hereinafter "Terms"). The current version of the Terms is published on www.petitpress.sk/inzercia and available upon request at the advertising office of Petit Press, a.s., based at Lazaretská 12, 814 64 Bratislava, or via the following e-mail: prijem.inzercia@petitpress.sk.