

Press Release

Warsaw, February 7th, 2008

The Most Opinion-Making Media in Poland in 2007

The winner of the annual ranking of “The Most Opinion-Making Media in Poland in 2007”, compiled by the Institute of Media Monitoring, is Rzeczpospolita. TVN24 is the leader of TV stations, whereas Radio RMF FM comes top of radio stations.

IMM’s analysis was conducted on the basis of 92989 media pieces covering the period from January 1st - December 31st 2007. Throughout the whole year of 2007, journalists referred to information furnished by other media 15 469 times (50243 times in press, 42682 on TV and 22544 on the radio). The monthly average of citations was by as many as 2855 quotations higher than in 2006.

The first place in the annual ranking of the most frequently quoted media goes to Rzeczpospolita, (16837 quotations). Rzeczpospolita surpassed Gazeta Wyborcza (15397), winner of the 2006 ranking, and beat Dziennik, which in 2007 came second with 15951 quotations.

The fourth place belongs to Wprost, a nationwide weekly which was ninth in the last year's ranking. Wprost owes such big promotion to the frequently cited articles discussing e.g. Rydzyk tapes, which are at the same time the most frequently quoted publications of the whole year of 2007, while their author is Marcin Dzierżanowski.

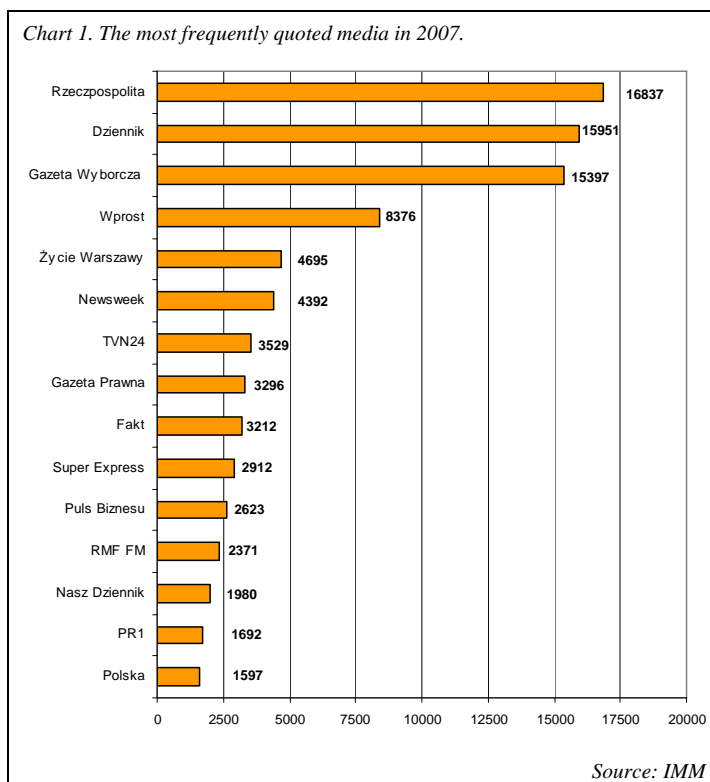


Table 1. Authors of the most frequently quoted publications in 2007 .

| <i>i.n.</i> | <i>Author</i> | <i>Medium</i> | <i>Title</i> | <i>Number of quotations</i> |
|-------------|--|--------------------|--|-----------------------------|
| 1. | Marcin Dzierżanowski | Wprost | "Rydzik's confession" "Storm's servant" | 696 |
| 2. | Dorota Kania, Wiktor Ferfecki | Wprost | "How to rob the sick" | 223 |
| 3. | Michał Maciejewski, Paweł Reszka | Dziennik | "Józef Oleksy: My clique did not give a sh...about Poland" | 185 |
| 4. | Grzegorz Induski, Andrzej Stankiewicz | Newsweek | „I'm scared" | 181 |
| 5. | Piotr Gabryel, Paweł Lisiecki, Bernadeta Waszkiewicz | Rzeczpospolita | "I do not want to exercise my veto very often" | 164 |
| 6. | Anna Marszałek, Robert Zieliński | Dziennik | "Military archive hidden in a palace" | 159 |
| 7. | Dorota Kania | Wprost | "Agents in ermine robes" | 153 |
| 7. | Adam Zadworny | Gazeta Wyborcza | "He said NO to a scam and the Prime Minister dismissed him" | 153 |
| 8. | Maria Bartoszko, Tomasz Butkiewicz, Michał Majewski, Paweł Reszka | Dziennik | "Lepper Top Secret Operation" | 135 |
| 9. | Dorota Kania, Marcin Dzierżanowski | Wprost | "A deal with Kaczmarek" | 132 |
| 10. | Piotr Głuchowski, Marcin Kącki, Marcin Kowalski, Wojciech Szacki | Gazeta Wyborcza | "How the cash disappears at home" | 131 |

As far as TV stations go, TVN24, (seventh in the ranking) turned out to be the most frequently quoted source of information (3529). Radio RMF FM surpassed the last year's winner among radio stations– Radio ZET and together with PR1 appeared in the Top Fifteen of the most frequently quoted media.

The ranking also includes business dailies that are constantly competing with each other. The winner of the year is Gazeta Prawna, which was quoted 3296 times (673 quotations ahead from Puls Biznesu). In the tabloids category, Fakt surpassed Super Express, as journalists referred to information furnished by this medium 3212 times. It is worth highlighting that the ranking is closed by Polska (1597), a daily which emerged on the market in October and immediately started to compete fiercely against three leading nationwide dailies, which gave it a strong position over a year. Onet was the most frequently quoted Internet portal (1568), but this results did not give it a place in the Top Fifteen. Życie Warszawy was the most frequently quoted daily of the local scope with as many as 4695 quotations (5th in the ranking).

The usual general subject of the quotations involved Polish politics, economy, market and finances as well as ranking and polls. The most frequently quoted detailed subject of last year was the controversy around the Military Information Services (WSI). Among other interesting issues that hit the headlines over the monitored period there were: vetting issue in Church, Father Rydzik's tapes, health care scandals, a leak of classified information about the Central Anticorruption Bureau (CBA) action, sex scandal in Samoobrona, "land scandal", investigation into the murder of B. Blida, Oleksy-Gudzowaty tapes and H. Stokłosa scandal.

Every month the Institute of Media Monitoring analyzes all press materials, TV and radio broadcasts, whose authors refer to news and reports of other media. 800 press titles, television stations and selected broadcasts of radio stations are subject to the analysis. The annual report in its basic version is available from the website of the Institute of Media Monitoring: <http://www.instytut.com.pl/raporty>. To order a complete or profiled version of the report, please contact: k.ewert@instytut.com.pl.

The Institute of Media Monitoring monitors about 800 press titles, 73 TV and radio stations, as well as Polish Internet resources. The Institute of Media Monitoring is a member of FIBEP – the elite association of over 80 media monitoring companies of dozens of countries around the world. Since 2002, the Institute of Media Monitoring has been supporting the Corporate Governance Forum