



LAMBRAKIS PRESS S.A..

**INTERIM FINANCIAL STATEMENTS
OF THE PARENT COMPANY AND THE GROUP
FOR THE PERIOD
FROM JANUARY 1st, 2010 TO MARCH 31st, 2010**

ACCORDING TO THE INTERNATIONAL FINANCIAL REPORTING STANDARDS (IFRS)

It is certified that the attached Interim Condensed Financial Statements are the ones approved by Lambraakis Press S.A Board of Directors on May 20, 2010 and have been posted on the internet, at the web address www.dol.gr. It is underscored that the 'Concise data and information' deriving from the financial statements and publicized in the press aim at providing readers with some general financial data but do not give a complete picture of the Company and Group financial position and results, in accordance with the International Financial Reporting Standards (IFRS).

ATHENS, MARCH 2010

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BoD CERTIFICATION**DATA AND INFORMATION ON 1.1.2010-31.03.2010 PERIOD**

LAMBRAKIS PRESS S.A.

COMPREHENSIVE INTERIM INCOME STATEMENT

In euros	Notes	Group		Company	
		1.1. – 31.03.2010	1.1. – 31.03.2009	1.1. – 31.03.2010	1.1. – 31.03.2009
Sales	7	50.604.985,12	57.034.976,53	27.907.775,36	32.780.408,49
Cost of goods sold	8	-37.891.029,70	-42.817.928,64	-19.628.570,88	-23.026.349,18
Gross profit before depreciation		12.713.955,42	14.217.047,89	8.279.204,48	9.754.059,31
Administrative Expenses	9	-5.636.984,27	-5.453.187,80	-3.232.836,44	-3.400.219,17
Distribution expenses	10	-13.442.860,94	-14.563.640,43	-9.897.168,00	-11.431.086,69
Research and development expenses		-24.495,81	-32.868,63	0,00	0,00
Revenues from main activity participations	11	5.534,64	0,00	0,00	0,00
Expenses from main activity participations	11	-170.790,38	-337.000,62	0,00	0,00
Other operating income / expenses	12	350.491,44	2.192.421,39	282.024,28	338.357,37
Operating loss before depreciation		-6.205.149,90	-3.977.228,20	-4.568.775,68	-4.738.889,18
Depreciations of the financial year embedded in the cost of goods sold	14	-1.172.354,61	-1.167.651,77	-56.071,12	-105.568,09
Depreciations of the financial year embedded in administrative expenses	14	-441.989,02	-407.623,22	-205.625,88	-178.908,84
Depreciation for the period embedded in the distribution expenses	14	-36.446,95	-86.064,62	-19.383,95	-29.610,61
Operating loss		-7.855.940,48	-5.638.567,81	-4.849.856,63	-5.052.976,72
Revenues from participations and securities	15	593,80	10.985,30	593,80	10.985,30
Expenses from participations and securities	15	0,00	0,00	0,00	0,00
Financial income	16	7.138,36	18.534,31	33,73	1.380,37
Financial expenses	16	-939.775,55	-1.472.509,61	-296.297,40	-428.988,10
Losses before tax		-8.787.983,87	-7.081.557,81	-5.145.526,50	-5.469.599,15
Income tax	17	-198.724,72	-296.307,64	-113.153,00	-79.685,33
Net loss after tax from continuing operations (a)		-8.986.708,59	-7.377.865,45	-5.258.679,50	-5.549.284,48
Net loss / profit after tax from discontinued operations (b)		0,00	0,00	0,00	0,00
LOSS OF THE PERIOD (a) + (b)		-8.986.708,59	-7.377.865,45	-5.258.679,50	-5.549.284,48
Other total revenues					
Available for sale portfolio		0,00	-99.118,50	0,00	-89.383,75
Total income share from associates		0,00	0,00	0,00	0,00
Income tax relevant to total elements of income		0,00	0,00	0,00	0,00
Other total revenues of the period after tax	18	0,00	-99.118,50	0,00	-89.383,75
COMPREHENSIVE INCOME FOR THE PERIOD		-8.986.708,59	-7.476.983,95	-5.258.679,50	-5.638.668,23
The loss/profit for the period is attributed as follows:					
To parent company shareholders		-8.586.984,72	-7.289.409,99	-5.258.679,50	-5.549.284,48
To minority interest		-399.723,87	-88.455,46	0,00	0,00
Total		-8.986.708,59	-7.377.865,45	-5.258.679,50	-5.549.284,48
The comprehensive income of the period is attributed as follows:					
To parent company shareholders	19	-8.586.984,72	-7.387.340,13	-5.258.679,50	-5.638.668,23
To minority interest		-399.723,87	-89.643,82	0,00	0,00
Total		-8.986.708,59	-7.476.983,95	-5.258.679,50	-5.638.668,23
Loss after tax per weighted share	19	-0,1035	-0,0878	-0,0634	-0,0669
Weighted average number of shares		83.000.000	83.000.000	83.000.000	83.000.000

The attached Notes 1 – 40 constitute an integral part of the financial statements

LAMBRAKIS PRESS S.A.

INTERIM FINANCIAL POSITION STATEMENT

In euros	Notes	Group		Company	
		3/31/2010	12/31/2009	3/31/2010	12/31/2009
ASSETS					
Non current assets					
Property, plant and equipment	20	100,976,027.12	101,827,195.27	9,618,613.54	9,758,736.29
Property investments	20	591,822.00	591,822.00	11,839,156.97	11,869,909.71
Intangible assets	21	1,564,024.06	1,200,714.23	861,696.91	853,185.49
Investments in subsidiaries	22	0.00	0.00	48,648,041.19	48,648,041.19
Investments in jointly controlled companies	22	0.00	0.00	31,100,252.94	29,200,252.94
Investments in associates	22	28,119,701.30	28,284,957.04	61,835,130.21	61,835,130.21
Other investments	22	871,014.20	871,014.20	0.00	0.00
Available for sale portfolio	23	272,489.16	272,489.16	247,568.20	247,568.20
Deferred tax assets	17	4,442,028.48	4,523,947.63	3,173,474.00	3,286,627.00
Other non current assets		663,598.23	612,031.43	319,927.78	316,987.70
Total non current assets		137,500,704.55	138,184,170.96	167,643,861.74	166,016,438.73
Current assets					
Inventories	24	21,370,346.09	23,017,214.40	4,619,867.28	5,096,541.01
Trade receivables	25	68,855,179.76	79,078,936.15	24,592,678.37	31,037,567.77
Other short term receivables	26	14,433,085.61	13,876,200.28	5,683,341.84	5,936,655.50
Receivables from associates	27	4,547,737.38	5,159,437.26	5,040,971.97	4,587,301.24
Trading portfolio	28	29,986.90	29,393.10	29,986.90	29,393.10
Cash and cash equivalents	29	5,478,451.46	6,134,396.87	276,097.45	961,565.98
Total current assets		114,714,787.20	127,295,578.06	40,242,943.81	47,649,024.60
TOTAL ASSETS		252,215,491.75	265,479,749.02	207,886,805.55	213,665,463.33
EQUITY AND LIABILITIES					
Equity					
Share capital	30	45,650,000.00	45,650,000.00	45,650,000.00	45,650,000.00
Share premium	30	89,759,298.10	89,759,298.10	89,759,298.10	89,759,298.10
Reserve funds	31	15,678,868.06	15,674,273.06	9,026,276.92	9,026,276.92
Loss carried forward/ Retained earnings		-82,982,571.01	-73,255,611.68	-19,056,925.37	-13,798,245.87
Result directly recorded in equity		-7,988,794.84	-7,988,794.84	-1,308,578.10	-1,308,578.10
Total parent company owners equity		60,116,800.31	69,839,164.64	124,070,071.55	129,328,751.05
Minority interest		3,047,623.56	3,433,497.55	0.00	0.00
Total equity		63,164,423.87	73,272,662.19	124,070,071.55	129,328,751.05
Long term liabilities					
Long term borrowing	32	56,720,425.89	49,962,528.08	14,000,000.00	14,000,000.00
Long term liabilities from financing leases	38	216,601.96	92,306.34	0.00	0.00
Provision for personnel retirement benefits liabilities	33	13,890,717.61	14,368,374.70	11,450,847.53	11,954,556.98
Other provisions		1,242,546.42	1,225,099.21	1,225,099.21	1,225,099.21
Deferred tax liabilities	17	2,950,872.50	2,925,186.50	0.00	0.00
Deferred income	34	750,493.96	823,108.38	0.00	0.00
Total long term liabilities		75,771,658.34	69,396,603.21	26,675,946.74	27,179,656.19
Short term liabilities					
Trade liabilities	35	32,004,182.63	40,614,649.47	17,984,340.85	23,486,264.44
Short term borrowing	36	56,871,087.65	59,962,212.91	26,595,418.19	23,200,000.00
Liabilities to associates		0.00	0.00	1,083,365.41	1,015,765.41
Other liabilities and accrued expenses	37	24,404,139.26	22,233,621.24	11,477,662.81	9,455,026.24
Total short term liabilities		113,279,409.54	122,810,483.62	57,140,787.26	57,157,056.09
TOTAL EQUITY AND LIABILITIES		252,215,491.75	265,479,749.02	207,886,805.55	213,665,463.33

LAMBRAKIS PRESS S.A.

INTERIM CASH FLOW STATEMENT

In euros	Notes	Group		Company	
		1.1. – 31.03.2010	1.1. – 31.03.2009	1.1. – 31.03.2010	1.1. – 31.03.2009
Operating activities					
Results before tax from continuing operations		-8.787.983,87	-7.081.557,81	-5.145.526,50	-5.469.599,15
Plus/minus adjustments for:					
Depreciations	14	1.650.790,58	1.661.339,61	281.080,95	314.087,54
Impairment of tangible and intangible assets					
Results from participations and securities	11,15	164.661,94	326.015,32	-593,80	-10.985,30
Provisions	33	-513.087,38	-229.255,63	-503.709,45	-53.775,87
Foreign exchange differences		-49.893,12	3.195,81	676,78	-1.499,44
Interest on debt and similar charges (interest charges minus credit interest)	16	932.637,19	1.453.975,30	296.263,67	427.607,73
Adjustments for changes in working capital Accounts or in accounts relevant to operating activities:					
Inventories increase (-) / decrease (+)	24	1.666.983,82	1.398.639,55	476.673,73	-597.170,86
Receivables increase (-) / decrease (+)		10.913.036,29	10.344.727,41	6.237.063,66	5.309.842,80
Liabilities (loans excluded) increase (+) / decrease (-)		-8.179.252,77	-3.730.081,59	-4.312.363,80	676.760,11
Less					
Interests on debt and similar paid up charges	16	-939.775,55	-1.472.509,61	-296.297,40	-428.988,10
Tax paid		0,00	-33.465,84	0,00	-22.202,33
Total inflows (+)/ outflows (-) from operating activities (a)		-3.141.882,87	2.641.022,52	-2.966.732,16	144.077,13
Investment activities					
Acquisition of subsidiaries, associates, joint ventures and other investments		-1.000.000,00	-986.918,00	-1.000.000,00	-986.918,00
Proceeds from the sale of subsidiaries, associates, participations and securities etc		0,00	0,00	0,00	0,00
Purchase of tangible and intangible assets		-671.302,18	-517.805,77	-119.088,29	-108.354,76
Proceeds from the sale of tangible and intangible assets		0,00	804.515,00	4.900,00	4.515,00
Interests received	16	7.138,36	18.534,31	33,73	1.380,37
Dividends received		0,00	0,00	0,00	0,00
Total inflows (+)/ outflows (-) from investing activities (b)		-1.664.163,82	-681.674,46	-1.114.154,56	-1.089.377,39
Financing activities					
Loans repayment		-3.091.125,26	2.854.784,24	0,00	974.760,71
Proceeds from issued/granted loans		6.757.897,81	-948.309,35	3.395.418,19	0,00
Settlement of liabilities from financing leases (amortizations)		-20.410,15	-4.298,96	0,00	0,00
Dividends paid		0,00	-4,45	0,00	-4,45
Total inflows (+)/ outflows (-) from financing activities (c)		3.646.362,40	1.902.171,48	3.395.418,19	974.756,26
Net (decrease)(-)/ increase (+) in cash and cash equivalents for the period (a) + (b) + (c)		-1.159.684,29	3.861.519,54	-685.468,53	29.456,00
Cash and cash equivalents at the beginning of the period		6.638.135,75	4.762.679,91	961.565,98	178.046,20
Cash and cash equivalents at the end of the period		5.478.451,46	8.624.199,45	276.097,45	207.502,20

The attached Notes 1 – 40 constitute an integral part of the financial statements

Group cash balances on 1.1.2010 differ from cash balances on 31.12.2009 by €503.738,88. The difference derives from the first proportional consolidation by 50% of the company RADIO ENTERPRISES CITY SA (an amount of €81.865,23) and from the also first proportional consolidation by 40% of DIGITAL SHOPPING SA (by an amount of €421.873,65).

LAMBRAKIS PRESS S.A.
INTERIM STATEMENT OF CHANGES IN EQUITY

Group

In euros	Paid-up share capital	Share premium	Regular reserve	Other reserves	Results directly recognized in equity	Retained earnings	Minority interest	Total equity
January 1, 2009	45,650,000.00	89,759,298.10	3,851,094.57	11,658,480.89	-7,953,112.18	-52,932,480.16	375,607.44	90,408,888.66
Comprehensive total results after tax	0	0	0	0	-99,118.50	-7,289,409.99	-88,455.46	-7,476,983.95
Paid-up dividends to parent company shareholders	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Changes in consolidation	0	0	133,614.27	16,942.32	0	-758,232.81	16,276.15	-591,400.07
March 31st, 2009	45,650,000.00	89,759,298.10	3,984,708.84	11,675,423.21	-8,052,230.68	-60,980,122.96	303,428.13	82,340,504.64
	Paid-up share capital	Share premium	Regular reserve	Other reserves	Results directly recognized in equity	Retained earnings	Minority interest	Total equity
January 1, 2010	45,650,000.00	89,759,298.10	4,017,412.37	11,656,860.69	-7,988,794.84	-73,255,611.68	3,433,497.55	73,272,662.19
Comprehensive total results after tax	0.00	0.00	0.00	0.00	0.00	-8,586,987.72	-399,723.87	-8,986,708.59
Paid-up dividends to parent company shareholders	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Changes in consolidation	0.00	0.00	4,595.00	0.00	0.00	-1,139,974.61	13,849.88	-1,121,529.73
March 31st, 2010	45,650,000.00	89,759,298.10	4,022,007.37	11,656,860.69	-7,988,794.84	-82,982,571.01	3,047,623.56	63,164,423.87

LAMBRAKIS PRESS S.A.
INTERIM STATEMENT OF CHANGES IN EQUITY

Company

In euros	Paid-up share capital	Share premium	Regular reserve	Other reserves	Retained earnings	Results directly recognized in equity	Total equity
January 1, 2009	45,650,000.00	89,759,298.10	3,253,303.75	5,772,973.17	-5,117,956.09	-1,276,399.95	138,041,218.98
Comprehensive total results after tax	0.00	0.00	0.00	0.00	-5,549,284.48	-89,383.75	-5,638,668.23
March 31st, 2009	45,650,000.00	89,759,298.10	3,253,303.75	5,772,973.17	-10,667,240.57	-1,365,783.70	132,402,550.75
	Paid-up share capital	Share premium	Regular reserve	Other reserves	Retained earnings	Results directly recognized in equity	Total equity
January 1, 2010	45,650,000.00	89,759,298.10	3,253,303.75	5,772,973.17	-13,798,245.87	-1,308,578.10	129,328,751.05
Comprehensive total results after tax	0.00	0.00	0.00	0.00	-5,258,679.50	0.00	-5,258,679.50
March 31st, 2010	45,650,000.00	89,759,298.10	3,253,303.75	5,772,973.17	-19,056,925.37	-1,308,578.10	124,070,071.55



LAMBRAKIS PRESS S.A.
NOTES ON THE INTERIM FINANCIAL STATEMENTS
OF THE PERIOD THAT ENDED ON 31.03.2010

1. COMPANY AND GROUP DESCRIPTION

The company LAMBRAKIS PRESS SA (hereinafter Parent Company or DOL SA or the Company) with the distinctive title "DOL SA" was established in 1970 and stemmed from the conversion of a sole proprietorship into a public company (société anonyme). After its registration in the SAs Registry of the Hellenic Ministry of Development, DOL SA holds the number 1410/06/B/86/40. Its duration has been fixed for 50 years since its registration date in the SA Registry and its headquarters are located in the Municipality of Athens, 3, Christou Lada Street. The Company's offices are located in 80, Michalakopoulou Street, Athens GR-11528. The Company has been listed on Athens Exchange since 1998 and its shares are traded in the Big Capitalization Category.

The Parent Company is organized on the basis of 5 self - contained business units (BUs). The BU heads are responsible for the progress of business, the required investments and the financial results of the business activities assigned to the BUs:

BUSINESS UNIT TO VIMA publishing the newspapers "TO VIMA" and "TO VIMA TIS KYRIAKIS" and their supplement magazines.

BUSINESS UNIT TA NEA publishing the newspapers "TA NEA" and "TA NEA SAVATOKYRIAKO" and their supplement magazines.

MAGAZINE BUSINESS UNIT publishing all parent company and Group magazines.

DIGITAL MEDIA BUSINESS UNIT developing digital products, services and technologies pertaining to the internet and media.

MEDIA SUBSIDIARIES BUSINESS UNIT supervising the existing subsidiaries operating in the media sector and related prospective investments.

The business units are supported by two Centers as follows:

THE BUSINESS CENTER in charge of the Group and Business Units overall business development. This center offers and co-ordinates sales and marketing services in co-operation with the business Units and also supervises the Commercial Division, Marketing, Sales, Advertisement Reception, Circulation Office and Supplementary Sales.

THE CORPORATE CENTER supervising the Group's financial and administrative operations and the HR Department. The Corporate Center has also been assigned the Group's non-media sector subsidiaries supervision.



LAMBRAKIS PRESS S.A.
NOTES ON THE INTERIM FINANCIAL STATEMENTS
OF THE PERIOD THAT ENDED ON 31.03.2010

The Consolidated Financial Statements include the parent Company, its subsidiaries, associates and jointly controlled companies mentioned in Notes 5.a – 5.c (hereinafter DOL Group or the Group). DOL Group:

- Publishes the highbrow daily newspapers "**TO VIMA**" and "**TA NEA**", the sports newspaper **EXEDRA TON SPORTS** and magazines covering a particularly wide spectrum of subjects and reading audience, steadily occupying the highest ranks in their sectors in terms of circulation, readership and attracted advertisement spending.
- It operates and develops-through the subsidiary **DOL DIGITAL SA** - the biggest and most long standing Greek portal on the Web **www.in.gr**.
- It participates in the radio station **VIMA FM**.
- Is active (through its subsidiary **EUROSTAR SA**) in offering tourism services, through **TRAVEL PLAN** and **TRIAINA TRAVEL** agencies.
- Is active (through its subsidiary **ELLINIKA GRAMMATA SA**) in publishing books and operating bookstores.
- Holds an investment in **IRIS PRINTING SA** that owns one vertically integrated industrial printing unit and covers all stages of printing from importing and trading paper to finishing and packaging of printed material.
- Participates in the television station **MEGA CHANNEL**, in the company producing television programs **STUDIO ATA AE**, in the press distribution agency **ARGOS SA** and in the electronic store **GET IT NOW**.

2. INTERIM FINANCIAL STATEMENTS ELABORATION FRAMEWORK

2.a. Financial Statements Elaboration Framework: The Company and Group financial statements for 1.1.2010 to 30.3.2010 period (hereinafter jointly referred to as interim financial statements) have been prepared according to:

- The **principle of fair presentation and compliance with the I.F.R.S.**
- The **principle of historic cost**, as amended by adjusting certain assets and liabilities at fair value, mainly for securities trading portfolio and real estate assets. In particular, land plots and buildings were measured at fair value on IFRS transition date (January 1st, 2004) and this fair value was recognized as imputed cost on the above date.
- the **principle of going concern**,
- The **accruals principle**,
- The **accrual accounting principle**,
- The **consistency of presentation**,
- The **significance of data**,



LAMBRAKIS PRESS S.A.
NOTES ON THE INTERIM FINANCIAL STATEMENTS
OF THE PERIOD THAT ENDED ON 31.03.2010

and comply with the International Financial Reporting Standards (IFRS) issued by the International Accounting standards Board (IASB), as well as their interpretations issued by the International Financial Reporting Interpretations Committee (I.F.R.I.C.) of IASB, also adopted by the European Union.

DOL Group applied the same accounting principles of recognition and measurement in the interim financial statements dated 31.03.2010 that were applied in the annual financial statements dated 31.12.2009, besides adoption of new standards; their application became mandatory for the financial years post January 1st, 2010.

The accounting principles have been applied consistently in all the accounting periods presented herein.

2.b. Use of estimates: Under IFRS, financial statements preparation requires estimates and judgments in the Group's accounting principles application. The most significant assumptions made are quoted in the financial statements notes, where deemed advisable. However, notwithstanding the fact these estimates are based on Company and Group Management best possible knowledge of current conditions and actions, the results may actually differ from such estimates.

2.c. Reclassification of accounts for the period: There were no reclassification of accounts for the period 1.1.2009 to 31.03.2009.

2.d. Changes in the estimates of accounts and amounts

i) Reclassification of participation in "Microland Computer S.A." from the account 'Trading portfolio' to the account 'Available for sale portfolio'

Following amendment to IAS 39 and IFRS 7 on 1.7.2008 by IASB, it was allowed to reclassify certain financial assets, measured at fair value through P & L, from 'Trading Portfolio' account to 'Available for sale portfolio' account. In application of the above amendment, the company reclassified its shareholding in Microland Computer SA, listed on ATHEX, from Trading Portfolio into Available for sale portfolio. This change did not bring about any result in equity for the period 1.1-31.03.2010 both for the parent company and the Group. The valuation amounts of this participation for the period 01.01-31.03.2009 represent a loss of 89.383,75 euros for the parent company and loss of 99.118,50 euros for the Group.

2.e. Group interim financial statements comparability between 31.03.2010 and 31.03.2009.

The interim financial statements of the period 01.01.-31.12.10 are not comparable with the ones of the period 01.01.-31.03.09 given that in DOL Group consolidated statements on 31.03.2010 is not included the 100% subsidiary Special Publications SA, which was merged by absorption on 30.06.09 by the equally 100% subsidiary Michalakopoulou – Real estate – tourism SA, pursuant to provisions of articles 1 and 5, L.2166/1993.

Similarly, the company Triaina Travel-St. Lagas SA which was merged by absorption by the subsidiary Eurostar SA, pursuant to provisions of articles 1 and 5 of L.2166/1993, was not included.

On 10.06.09 the parent company DOL SA, having purchased against a consideration of €300.000,00 the rest of 10.658 Eurostar SA shares belonging to the subsidiary's minority shareholders, it acquired 100% of its



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share capital. Subsequently, on 11.9.09, DOL SA transferred 116.003 shares, representing 49% of Eurostar SA share capital to EXPRESS HOLIDAYS SA. Therefore, on 31.03.10 EUROSTAR SA subsidiary consolidation rate was limited to 51%.

On 17.09.09, DOL SA purchased from Marie Claire Album SA, against a consideration of €300.000, the other 50% of M.C HELLAS SA share capital, acquiring thus 100% of the company's share capital. Therefore, M.C HELLAS SA was reclassified in the financial statements dated 30.09.09 from the 'jointly controlled entities' account into 'subsidiaries' account and was consolidated with the full integration method on 31.03.10 while on 31.03.09 it had been consolidated with the proportional consolidation method.

On 3.2.2010 DOL SA acquired RADIO ENTERPRISES CITY SA 155.000 shares from PETRIE INVESTMENTS LIMITED, representing 50% of the share capital against a price of € 1.500.000. The company 'RADIO ENTERPRISES CITY SA' owns the radio station VIMA FM (former CITY FM). Therefore, for the first time on 31.03.10 the company RADIO ENTERPRISES CITY SA is consolidated with the proportional consolidation method.

Moreover, on 9.12.2009 DOL SA participated by 40% in the newly established company Digital Shopping S.A paying a consideration of 400.000 euros. Subsequently on 1.03.10, DOL SA paid other 400.000 euros, participating in the share capital increase in favor of the existing shareholders of the aforementioned company, maintaining thus its share at 40%. Therefore, for the first time on 31.03.10 the company Digital Shopping SA is consolidated with the proportional consolidation method.

2f: New standards, interpretations and amendment to existing standards

The Group and Company estimates as to the impact and application of these new standards, interpretations and amendments to existing standards is presented below:

I.F.R.S 7 'Improvements in Financial Instruments Disclosures'. In March 2009, IASB issued improvements in financial instruments disclosures applying for annual accounting periods starting on or post 01.01.2009 and regard the integration and presentation of measurements at fair value at three hierarchy levels (Level 1, quoted prices for similar instruments, Level 2 - directly observable market inputs and Level 3, inputs not based on observable market data) and some additional disclosures related to liquidity risk. The amendments in question shall have no impact on the financial statements given that they regard disclosures for financial instruments not widely used by the company and the group.

IFRIC (INTERPRETATION) 9 and IAS 39 'Reassessment of Embedded Derivatives', with annual validity for periods expiring at or post 30.06.2009. Based on these amendments, in case of financial assets reclassification out of the account 'measured at fair value through P & L', the embedded derivatives must be reassessed in a host contract. The amendments in question are not applied in the group and company because such financial instruments are not used.

'Various Improvements in Standards and Interpretations' issued in April 2009, in the context of IFRS continuous improvement. These amendments have different effective days, mainly for annual



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periods beginning on or after 01.01.2010 and are not expected to have a material impact on the financial statements.

Substitution of IAS 24 "Related Party Disclosures" in November 2009; effective for annual periods beginning on or after 01.01.2011. The new standard simplified the definition of related parties providing some disclosures exceptions for entities associated with the state. It is not expected to materially affect the Company and Group financial statements.

'IFRS 9 Financial Instruments' issued in November 2009, effective for annual periods beginning on or post 01.01.2013. The new standard constitutes the first step for IAS 39 replacement and foresees that the financial assets will be classified on the basis of the business model for their management and are measured at fair value or at amortized acquisition cost. It is not expected to materially affect the Company and Group financial statements.

'Amendment of Interpretation 14 Prepayment of Minimum Funding Requirement' issued in November 2009, effective for annual periods beginning on or post 01.01.2011. The amendment in question is not applied in the group and company.

IFRIC (INTERPRETATION 19) 'Extinguishing Financial Liabilities with Equity Instruments' issued in November 2009, effective for annual periods beginning on or post 01.07.2010; this interpretation addresses the accounting handling when an entity issues equity instruments to settle its liability. Based on this Interpretation, the difference between a liability book value and equity instruments fair value is recognized as profit or loss in the P & L statement. This Interpretation is not expected to apply in the group and company.

Amendment to IAS 32 'Classification of Rights Issues' issued in October 2009, effective for annual periods beginning on or post 01.02.2010. The amendment requires that rights, options or warrants to acquire a fixed number of the entity's own equity instruments for a fixed amount of any currency are equity instruments if the entity offers the rights, options or warrants pro rata to all of its existing owners of the same class of its own non-derivative equity instruments. This amendment is not expected to apply in the group and the company.

Amendment to I.F.R.S 1 'Additional Exemptions for First-time Adopters of IFRS', issued in July 2009, effective for annual periods beginning on or post 01.01.2010. The amendment introduces additional exemptions (use of imputed cost) for research and development related assets of oil and gas exporting entities being first-time adopter of IFRS. This modification is not applied in the group or company.

Amendment to IFRS 2 'Share-based payment - Vesting conditions and cancellations' issued in June 2009, effective for annual periods beginning on or post 01.01.2010. The amendment addresses such transactions in the individual or separate financial statements of the entity receiving the goods or services and not being committed to arrange the transaction. These amendments are not expected to have a significant impact on the company or group financial statements.



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Revised IAS 27 'Consolidated and Separate Financial Statements', issued in January 2008, effective for annual accounting periods beginning on or post 01.07.2009. The revised standard requires that transactions with shareholders not exercising control are recognized in equity if they do not end up in subsidiary control loss.. In case of control loss, the eventual remaining part of the investment is measured at fair value and the profit or loss is recognized in P & L. This standard will be applied by the company as of 01.01.2010.

Revised I.F.R.S 3 'Business Combinations', issued in January 2008, effective for annual accounting periods beginning on or post 01.07.2009, presenting significant changes in relation to the previous I.F.R.S 3, regarding non-controlling interest offering the option to measure non-controlling interest at fair value on the acquisition date; acquisition related cost expensing and recognition in the P & L statement of the contingent consideration measurement classified as liability. This standard will be applied by the company as of 01.01.2010.

Amendments to IFRS 5 'Non-current Assets Held for Sale and Discontinued Operations', effective for annual periods beginning on or post 01.07.2009. The amendments clarify that a subsidiary assets and liabilities, where control is being lost, are recognized as held for sale. If required, the company will immediately apply the amendment.

Interpretation 17 'Distributions of Non-cash Assets to Owners', issued in November 2008 effective for annual periods beginning on or post 01.07.2009. The interpretation requires that the liability of non cash assets distribution to owners be measured at fair value on the date the distribution was approved by a competent body. At the end of every reference period and on the settlement date, any difference between the asset's fair value and the distribution liability is recognized in P & L. This interpretation is not expected to be applied in the Company.

Interpretation 18 'Transfers of Assets from Customers', issued January 2009, effective for annual periods beginning on or post 01.07.2009. The interpretation clarifies the requirements for agreements in which an entity receives from a customer an item of property, plant, and equipment that the entity must then use either to connect the customer to a network or to provide the customer with ongoing access to a supply of goods or services or both. This interpretation is not applied in the Company.

3. INTERIM FINANCIAL STATEMENTS APPROVAL

The Company and Group interim financial statements of the period 1.1.-31.03.2010 have been approved by Lambrakis Press SA Board of Directors at its meeting held on May 20th, 2010.



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4. SUMMARY OF COMPANY AND GROUP BASIC ACCOUNTING PRINCIPLES

4.a. INVESTMENTS IN SUBSIDIARIES, JOINTLY CONTROLLED ENTITIES AND ASSOCIATES

In DOL SA financial statements, investments (participations) in subsidiaries, jointly controlled entities and associates are measured at acquisition value, minus contingent provisions for any impairment of their value. For every period of financial statements preparation, the Company reviews the existence of permanent impairment indication (significant or prolonged fair value decreases) of such participations using various valuation models.

Besides the aforementioned models, in order to assess above companies value for the impairment test purposes, the Company also considers Management resolutions on liquidation, cessation of activity or absorption of specific entities.

In cases of a permanent impairment indication, the loss is recognized in the income statement. For DOL SA subsidiaries, jointly-controlled entities and associates not listed on ATHEX, a valuation study is conducted, in accordance with IAS 36, so as to have an indication of their current value. Group subsidiaries, jointly controlled entities and associates are presented in Notes 5.a, 5.b and 5.c respectively.

4.b. INVESTMENTS IN OTHER ENTITIES

Company investments in other entities are initially recognized at cost plus the special acquisition expenses related to the investment. After the initial recognition, investments are classified on basis of their acquisition purpose. Management reviews such classification on every publication date.

- **Investments held for trading**

This classification includes financial assets acquired primarily for profit arising from short term price fluctuations. This classification includes derivatives, unless acquired for hedging purposes, purchasing of shares for profiteering and investments with defined or definable payouts if the Company does not intend to hold them to maturity but for profit purposes. Changes in above assets fair value are directly recognized in P & L.



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• **Available for sale investments.**

After initial recognition, investments classified as available for sale are measured at their fair value. In case an investment's fair value cannot be measured reliably, it is then measured at acquisition cost. Profit or loss from investments available for sale is recognized separately in equity until the investment is sold, settled or otherwise disposed of, or until there is an indication of investment value impairment. In such case, accrued profit or loss previously recognized in equity are included in the P & L.

For investments traded on regulated markets, fair value is determined by current market prices of such market on the balance sheet closing date. For investments without stock exchange market price, fair value is determined on the basis of current market price of a comparable financial asset traded or calculated on the basis of the issuer's equity discounted cash flows analysis.

On every balance sheet publication date, the Management reviews whether objective indications are in place leading to the conclusion that financial assets have been impaired. An investment is considered having been impaired if its book value exceeds its recoverable value and there are material indications that its value decrease has reached a level where investment capital recovery in the near future is impossible. If there are reasonable impairment indications, the arising loss is recognized in P & L.

4.c. FOREIGN CURRENCY CONVERSION

The Company and DOL Group companies operating currency is Euro.

The financial statements and the consolidated financial statements appear in euro (operating and reporting currency) being also the currency of the country where the parent company DOL SA and DOL Group companies are registered.

Transactions in foreign currency are converted into euro using the exchange rates applicable on the transactions dates. Assets and liabilities denominated in foreign currency on financial statements compilation date are adjusted to reflect the closing exchange rates of financial statements preparation date. Profit or loss arising from exchange rates adjustments are recorded in profit/(loss) from foreign exchange differences in the income statements.



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4.d. TANGIBLE ASSETS (PROPERTY, PLANT AND EQUIPMENT AND INVESTMENTS IN REAL ESTATE)

Land plots and buildings were measured at imputed cost (i.e at fair value on transition date, January 1, 2004) minus accumulated depreciations and contingent impairment provisions.

The Company proceeded to measurement at fair value of land plots and buildings as of January 1st, 2004 and these fair values were used as acquisition imputed cost on IFRS transition date. The arising goodwill was recognized in Equity.

Machinery, means of transport, furniture and other fixtures are measured at the acquisition cost minus accumulated depreciations and value impairment contingent provisions.

Repairs and maintenance are recorded as expense in the financial year they take place.

Posterior expenditures, increasing useful life, boosting productivity capacity, or enhancing performance of assets, are included in the asset's value or are recognized as a separate item on a case by case basis only when it is probable that future economic benefits will be injected in the Group and these expenditures may be measured reliably. All other repair and maintenance expenses are recorded in the financial year results during the year they are realized.

A fixed asset's or other item's recoverable value is measured when there is an indication an asset may have been impaired and an impairment loss is recognized when the asset's book value exceeds its recoverable amount. The highest amount between the asset's net sale value and the acquisition value is recognized as recoverable amount. Net sale price is the amount collected from an asset's sale in an objective transaction between parties aware of and wanting to transact, after deducting direct expenditure for disposal. Acquisition value refers to the current value of estimated future cash flows expected to arise from an asset's continuous use and its disposal at the end of its useful life.

Tangible assets are written off upon sale or withdrawal or when no further economic benefits are anticipated from continuous use thereof. Profit or loss arising from an asset's writing off is recorded in the P & L of the financial year said asset is written off.

The Parent Company's tangible assets include land plots and buildings characterized as property investments. This classification also includes land plots to be held for future use, still undefined at present, and for future long term enhancement of their value. This classification also encompasses buildings possessed by the parent Company and leased to Group subsidiaries and third parties.



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4.e. DEPRECIATION

The straight-line depreciation method based on assets estimated useful life duration applies in all tangible assets. The estimated useful life duration of most significant assets is the following:

ASSETS ESTIMATED USEFUL LIFE DURATION		
ASSET	GROUP	COMPANY
Industrial buildings	40 years	-
Other buildings	40 years	40 years
Buildings premises in third party property	5 to 40 years	5 to 40 years
Machinery and other equipment	8 to 20 years	8 to 16 years
Means of transport	5 to 12 years	5 to 6 years
Furniture and other fixtures	3 to 8 years	3 to 8 years

Land-building plots and any asset at a construction stage (under way) are not depreciated.

4.f. INTANGIBLE ASSETS

The Group's intangible assets mainly involve software licenses.

The Group recognizes intangible assets in the acquisition cost. Intangible assets acquired as part of business consolidation are recorded separately from goodwill if their actual value can be reliably measured upon initial recording.

Development expenses, carried out after the research stage, are recorded in intangible assets if and only if all requirements laid down in IAS 38 are cumulatively adhered to. Expenses for research, a business start up, education, advertisement, promotion, relocation or restructuring of a part or a whole of a business are recognized as expense when realized.

After initial recognition, intangible assets are depicted on the acquisition cost minus accumulated depreciations and impairment losses.

After initial recognition, the Group Management regularly reviews intangible assets to verify probable impairment of their value. In case events or other circumstances point out that an intangible asset's book value may not be recoverable, an impairment loss provision is formed so that the asset's book value is depicted on its recoverable value. Intangible assets are written off from the balance sheet when disposed of or when no further economic benefits are anticipated from their use.



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Intangible assets depreciations are calculated based on their estimated useful life not exceeding twenty years. Internally created intangible assets are depreciated within 5 years.

4.g. FIXED ASSETS SUBSIDIZED INVESTMENTS

State grants are recognized as of the time the grant amount was obtained and are depicted on the attached balance sheets as deferred income. Their depreciation is calculated based on such assets useful life and is subtracted from the depreciations account charging the production cost.

4.h. INVENTORIES

Reserves appear at the lowest value between acquisition cost and net liquidation value. Reserves acquisition cost is determined by the “First-in, First-out method” (FIFO).

Reserves acquisition cost includes:

- Materials and services purchase expenses, i.e purchase price, import duties and other non refundable taxes, as well as transportation fees, delivery expenses and other expenses, directly attributed to purchase of materials.
- Conversion cost consisting of expenditures directly related to produced units, i.e direct labor force and a systematic distribution of fixed and variable production overheads, realized upon converting materials into finished products.
- Other incurred expenses so that reserves reach their present position and status.

Net liquidation value is the calculated sale price during enterprise’s usual operations minus the estimated cost necessary to carry out the sale and the distribution expenses.

There are appropriate provisions formed for redundant and obsolete reserves. Reserves net liquidation value decrease and other reserves losses are recorded in the P & L statement in the period they are realized.

4.i. ASSETS ACCOUNTS

Assets accounts appear in their nominal value after provisions for non receivable balances. Calculation of doubtful claims is carried out when it is no longer possible to collect part or the entire amount due.



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4.j. CASH AND CASH EQUIVALENTS

Cash and cash equivalents include cash in hand, short term deposits with less than three (3) months maturity and short term, high liquidity investments directly convertible into specific cash amounts subject to a minimal risk of change in their value.

4.k. INTEREST BEARING LOANS

All loans are initially recorded in the cost representing the fair value of the consideration received minus loan issuance fees. After initial recording, interest bearing loans are measured at amortized cost using the effective rate method. The amortized cost is calculated taking into account the issuance fees and the difference between initial and maturity amount. Profit and loss are recognized in the net profit or loss when liabilities are written off or impaired through depreciation procedure.

Loans are classified as short term liabilities when the Group or Company is bound to repay them within twelve (12) months from the balance sheet date. In the opposite case, loans are classified as long term liabilities.

4.l. PROVISIONS FOR RISKS AND EXPENSES, CONTINGENT LIABILITIES AND CONTINGENT ASSETS

In accordance with IAS 37 requirements, the Group forms provisions, in case:

- Of a legal or imputed commitment as a result of past events
- Of a probable outflow of resources (payment) to settle a liability
- The relevant liability amount can be measured reliably.

Provisions are reviewed on every balance sheet date and are adjusted to depict the current value of the expense estimated to be required for the liability settlement. If the impact from time value of money is significant, provisions are calculated at probability-weighted expected cash flows using a pre-tax discount rate reflecting the current market assessments of the time value of money and the risks specific to the liability, wherever deemed necessary. Contingent liabilities are not recognized in the financial statements but are disclosed, unless the possibility of an outflow of economic resources is remote. Contingent assets are not recognized in the financial statements but are disclosed where an inflow of economic benefits is probable.

4.m. PROVISIONS FOR RETIREMENT BENEFITS LIABILITIES

Pursuant to L.2112/20, Group companies pay employees a benefit upon redundancy or retirement. The benefit amounts depend on the years of service, the remuneration received and the reason of withdrawal (redundancy or retirement).

Liabilities for retirement benefits are calculated by discounting expected future benefits value accumulated at the end of the period, based on the recognition of employees' benefits rights during the expected work life duration. Above liabilities are calculated on the basis of economical and actuarial assumptions analyzed in Note 33 and defined using the actuarial valuation method of estimated liability units (Projected Unit Method).



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Provisions covering the period are included in personnel payroll cost in the attached individual and consolidated P & L statements and consist of the current value of benefits becoming accrued during the year, the interest on benefits liability, any previous service cost, the actuarial profit or loss recognized in the financial year and any other additional retirement cost. Working experience cost is recognized on a constant basis until benefits vesting date.

The non recognized actuarial profit and loss are recognized during the average residual working life of active employees and are included as part of every retirement year net cost if, at the beginning of the period, they exceed 10% of the future estimated benefits liability. Liabilities for retirement benefits are not financed.

Personnel benefit provision for 2009, appearing in the Company and Group P & L account, is based on an actuarial study carried out by an independent actuarial firm.

4.n. STATE SOCIAL SECURITY SCHEMES

Group personnel pensions and healthcare are covered by Press Insurance Funds, such as Athens & Thessaloniki Newspapers Personnel Insurance Fund, Journalists Auxiliary Insurance and Healthcare Fund, Press Owners and Employees Insurance Fund and IKA, the main Social Security Fund. Every employee is bound to contribute part of his monthly salary to the Fund, while for IKA in particular, a part of the overall contribution is borne by employers. Upon retirement, the pension fund shall pay pensions to employees; as a result, the Group shall have no legal or imputed liability to pay pensions and healthcare to its personnel.

4.o. INCOME-EXPENSES RECOGNITION

Income from sales of products or services provision are recorded in the reference period only in case it is estimated that economic benefits associated with the transaction shall be injected into the entity. The Company and other Group companies nature of commodities is such whereby transfer of risks and ownership benefits shall coincide with sales documents issuance.

Income from real estate rents is recorded on a systematic basis during the lease duration, based on the lease contract.

Interest is recorded based on accrued income (taking into consideration the asset's actual performance).

Dividends are recorded when collection right by shareholders is finalized.

Expenses are recognized in the results on an accrued basis.

4.p. INCOME TAX (CURRENT AND DEFERRED)

Current and deferred income tax is calculated based on the financial statements relevant accounts, in accordance with the relevant tax legislation applying in Greece.

The current income tax is calculated based on the financial statements of each company included in the consolidated financial statements and the applicable tax legislation in the companies' operation country. The income tax charge is based on the income tax of the current period according to Group companies' results, as reclassified in their tax declaration forms applying the tax rate in effect.



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Deferred income tax provision is calculated using the liability method and taking into consideration the temporary differences arising between assets or liabilities tax base and the respective amounts appearing in the accounting financial statements.

The anticipated tax impacts from temporary tax differences are determined and appear either as future (deferred) tax liabilities, or as deferred tax assets. Deferred tax assets for the deferred tax losses are also recorded to the extent an available taxable profit is probable in order to utilize the deductible temporary difference. Deferred tax assets book value is revised on every balance sheet date. Deferred tax assets and liabilities for the current and previous periods are measured at the amount anticipated to be paid to tax authorities (or be recovered by them) using the tax rates (and tax laws) promulgated or substantially promulgated until the Balance sheet date.

4.q. FINANCIAL AND OPERATING LEASES

Financial leases carrying over to the Company or Group companies practically all risks and benefits relevant to the leased asset are capitalized at the beginning of lease at the leased asset's fair value or, if it is lower, at minimum leases current value. Payments for financial leases are allocated between financial expenses and financial liability decrease in order to attain a fixed interest rate on the remaining liability amount. Financial expenses are directly recorded in P & L. The capitalized leased assets are depreciated based on their useful life duration.

Leases whereby the lessor reserves all risks and benefits of the asset's ownership are recorded as operating leases. Operating leases payments are recognized as an expense in the P & L statement on a constant basis during the lease.

4.r. FINANCIAL PRODUCTS-RISK FACTORS

Financial assets and liabilities in the balance sheet include cash, assets, participations, short term and long term liabilities. The accounting principles of assets recognition and valuation correspond to the accounting principles presented herein. The Group does not use derivatives neither for risk hedging nor for speculation purposes. Financial products appear as assets, liabilities or equity based on the substance and content of the relevant contracts they arise from. Interests, dividends, profit and loss deriving from financial products characterized as assets or liabilities are recognized as expenses or revenues respectively. Dividends distribution to shareholders is directly recorded in equity. Financial products are offset when the Company, according to Law, is entitled to do so and intends to offset them in equity (between them) or recover the asset and offset the liability at the same time.

Financial risk management aims at minimizing possible negative impact; In particular:

- **Fair Value:** Fair value: The amounts appearing in the attached annual financial statements for cash, short term assets and short term liabilities approach their respective fair values due to such financial products short term maturity. Long term loans fair value is not different from their book value due to the use of floating rates.
- **Credit Risk:** The Company and other Group companies do not present significant credit risk concentration vis-à-vis contracting parties given that a big part of Group sales are realized in cash. Sales



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on credit are collected on average within 7 months and there is no risk concentration in big customers, regularly audited for their credit standing. Finally, a part of sales on credit is covered by an insurance policy against contracting party risk.

- **Interest Rate Risk and Currency Risk:** The Company and the Group until the balance sheet compilation date had not used derivatives to mitigate their exposure to interest rates fluctuation risk. This risk exists due to long term bond loans with floating rate (Euribor plus spread) concluded by the Parent Company and Group Companies Ellinika Grammata SA, Michalakopoulou SA and Iris Printing SA. Currency risk is considered negligible given that the majority of Group companies realize very few commercial or other transactions in foreign currency.
- **Market Risk:** The Company and other Group companies have not concluded contracts for hedging market risk stemming from their exposure to prices fluctuations of raw materials used in the productive process.

4.s. EARNINGS / LOSS PER SHARE

Basic earnings/loss per share are calculated by dividing profit/loss proportioned to parent company common shares holders by the weighted average number of common outstanding shares in the period in question. The Company does not calculate impaired earnings/(loss) per share given that it has not issued preferred shares or potential securities or stock options potentially converted into common shares (Note 19).

4.t. DIVIDENDS DISTRIBUTION

Dividends distribution to shareholders is recorded as liability in the financial statements when approved by Shareholders General Meeting.



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5. COMPANIES CONSOLIDATED IN LAMBRAKIS PRESS GROUP AND CONSOLIDATION METHOD

The consolidated financial statements consist of the financial statements of Parent company DOL SA, its subsidiaries, jointly controlled entities and associates as detailed below.

5.a. Subsidiaries: Subsidiaries are all companies managed and controlled directly or indirectly by the parent company DOL SA. Control exists when DOL SA through a direct or indirect shareholding holds the majority (over 50%) of voting rights or has the power to control companies Board of Directors and to decide on the financial and operational principles followed. Subsidiaries are fully consolidated using the purchase method from the date of control acquisition and cease being consolidated on the date such control is lost.

Based on this method, the acquisition cost is calculated on the corresponding fair value of assets carried over, of shares issued or of liabilities undertaken on the acquisition date, plus the cost directly connected with the acquisition. Separate elements of assets and liabilities and contingent liabilities acquired in a business combination are measured at their fair value on the acquisition date, notwithstanding their shareholding rate. The difference between the acquisition cost and the respective fair value of the acquired subsidiary's equity is recognized as goodwill. In case the acquisition cost is less than the acquired subsidiary's equity fair value, the difference is directly recognized in P & L.

Intercompany transactions, intercompany balances and unrealized profit and loss stemming from Group companies transactions are written off.

Subsidiaries follow the same accounting principles adopted by DOL Group. Subsidiaries financial statements preparation date coincides with parent company financial statements preparation date. The table below shows all subsidiaries alongside Group shareholdings:



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Sector	Company trade name	Direct shareholding %	Indirect shareholding %	Country of business	Activity
Publishing	DOL Females Magazines Publications SA	100,00%	-	Greece	Magazine publications
	Nea Aktina SA	50,50%	-	Greece	Magazine publications
Printing	Multimedia SA	100,00%	-	Greece	Pre-press
Electronic and Digital Media	DOL Digital SA	84,22%	-	Greece	Digital Information Media
Tourism	Eurostar SA	51,00%	-	Greece	Tourism Agency
Other activities	Ellinika Grammata SA	100,00%	-	Greece	Publishing house - bookstore
	Michalakopoulou – Real estate – Tourism SA	100,00%	-	Greece	Real estate management
	Studio ATA SA	99,30%	-	Greece	TV productions
	RAMNET SHOP S.A	-	84,22%	Greece	E-commerce



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5.b. Jointly controlled entities: Group participations in jointly controlled entities are integrated in the consolidated financial statements using the method of proportional consolidation, taking into consideration the Group shareholding on the consolidation date. According to this method, the Group's shareholding in the assets, liabilities, income and expenses of the entities is consolidated 'line per line'. The following table shows all jointly controlled entities and the respective shareholdings:

Sector	Company trade name	Direct shareholding %	Indirect shareholding %	Country of business	Activity
Publishing	Hearst Lambrakis Publishing LTD	50,00%	-	Greece	Magazine publications
	Mellon Group SA	50,00%	-	Greece	Magazine publications
	Mikres Aggelies SA	33,33%	-	Greece	Inactive
Printing	Iris Printing SA	50,00%	-	Greece	Printing
Electronic and Digital Media	Radio Enterprises City SA	50,00%	-	Greece	Radio Station
Other activities	Digital Shopping SA	40,00%	-	Greece	E-commerce

On 3.2.2010 the notary act whereby DOL SA acquired RADIO ENTERPRISES CITY SA 155.000 shares from PETRIE INVESTMENTS LIMITED, representing 50% of the share capital against a price of € 1.500.000 was signed. The company 'RADIO ENTERPRISES CITY SA' owns the radio station VIMA FM (former CITY FM). Moreover, on 9.12.2009 DOL SA participated by 40% in the newly established company Digital Shopping S.A share capital paying a consideration of 400.000 euros. Subsequently on 1.03.10, DOL SA paid other 400.000 euros, participating in the share capital increase in favor of the existing shareholders of the aforementioned company, maintaining its share at 40%.

5.c. Investments in associates: Associates are the companies where the Group holds a 20% to 50% shareholding exercising significant influence but not control. Group investments in associates are integrated in the consolidated financial statements with the equity method.

According to this method, upon initial consolidation, Group participation in the associate entity is recognized in the consolidated balance sheet with the amount representing its share in its equity. Furthermore, the Group share in associates' annual profit or loss is recognized in P & L statement. If the Group share in the associate entity's loss equals or exceeds the Group participation in this entity, then the Group ceases to



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recognize its share in the exceeding loss, unless there are Group current liabilities or effected payments on behalf of the associate.

The dividends received by investors from an associate entity decrease the investment's book value in the consolidated financial statements.

Sector	Company trade name	Direct shareholding %	Indirect shareholding %	Country of business	Activity
Publishing	Northern Greece Publishing SA	33,33%	-	Greece	Printing
Electronic and Digital Media	Tiletupos SA	22,11%	-	Greece	TV station MEGA CHANNEL
Other activities	Argos SA	38,70%	-	Greece	Press Distribution
	Papasotiriou International Bookstore SA	30,00%	-	Greece	Publishing house - bookstore
	TV Enterprises SA	25,00%	-	Greece	TV studios

5.d. Companies not included in consolidation: In the attached consolidated financial statements of DOL Group, the following companies are not included :

Sector	Company trade name	Group shareholding %	Registered office	Reason for non consolidation	Activity
Electronic and Digital Media	Phaistos Networks SA	41,31%	Herakleio, Crete	Unaudited	IT Applications – Digital Publications
	Interoptics SA	37,18%	Athens	Unaudited	IT Applications – Digital Publications



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6. SEGMENT REPORTING

A Group operating segment is defined as a group of companies, with related activities and operations offering similar products and services, subject to different risks and performance from other business segments.

DOL SA and Group are active in the following sectors:

- **Publishing sector:** The publishing sector includes the Parent Company and the following Group companies: DOL FEMALE MAGAZINES PUBLICATIONS SA, NEA AKTINA SA, HEARST DOL PUBLISHING LTD, MELLON GROUP SA AND MIKRES AGGELIES SA (inactive), operating in newspapers and magazines publication. The Group publishes the top Greek newspapers 'TO VIMA TIS KYRIAKIS', 'TO VIMA', 'TA NEA', 'TA NEA SAVVATOKYRIAKO' and 'EXEDRA TON SPORTS' and magazines covering a particularly broad spectrum of topics and readership.
- **Printing sector:** The printing sector includes the following companies: MULTIMEDIA SA and IRIS PRINTING SA, operating in electronic pre-press and printing.
- **Electronic and Digital Media:** The sector includes the following companies: DOL DIGITAL SA, operating the first and largest Greek web portal and RADIO ENTERPRISES CITY SA, being the owner of the radio station VIMA FM
- **Tourism sector:** The tourism sector includes EUROSTAR SA operating in tourism services provision.
- **Other investments:** Includes ELLINIKA GRAMMATA SA, MICHALAKOPOULOU- REAL ESTATE TOURISM SA, STUDIO ATA SA, RAMNET SHOP SA, DIGITAL SHOPPING SA. The Group encapsulates, thus, a wide spectrum of business covering publishing houses and bookstores, real estate, a TV productions studio, a-commerce store www.getitnow.gr and www.shop21.gr.

Sales and any financial transaction between segments are recognized as sales or transactions with third parties and are carried out at current market prices. There is no geographical separation, as the Group is active solely in Greece. The following tables present information on revenues and profit as well as information on assets and liabilities covering the business segments for the periods ended on March 31st, 2010 and March 31st 2009.



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GROUP SEGMENT REPORTING						
1.1. - 31.03.2010						
In euros	Publishing sector	Printing sector	Tourism sector	Electronic and Digital Media	Other investments	Total
Income						
Total sales	32,563,842.71	12,268,126.52	5,157,369.35	679,243.10	5,680,731.48	56,349,313.16
Intra-company sales	-996,001.50	-4,251,810.61	-83,859.40	-73,237.21	-369,419.32	-5,744,328.04
Sales to external customers	31,597,841.21	8,016,315.91	5,073,509.95	606,005.89	5,311,312.16	50,604,985.12
Results						
Results from operating activities	-5,234,181.37	-512,327.80	-673,419.17	-524,897.67	-911,114.47	-7,855,940.48
Results from other investing activities	593.80	0.00	0.00	0.00	0.00	593.80
Financial results	-301,710.56	-285,234.48	-62,887.76	-59,987.58	-222,816.81	-932,637.19
Results before tax	-5,535,298.13	-797,562.29	-736,306.93	-584,885.25	-1,133,931.27	-8,787,983.87
Income tax	-177,471.62	5,673.00	-4,137.80	-2,133.50	-20,654.80	-198,724.72
Minority interest	21,899.48	0.00	362,817.92	10,387.45	4,619.01	399,723.87
Net result	-5,690,870.27	-791,889.29	-377,626.81	-576,631.30	-1,149,967.06	-8,586,984.72
Assets for the segment						
Assets for the segment	67,674,657.72	78,389,171.63	18,655,667.42	3,569,978.97	55,806,314.71	224,095,790.45
Investments in associates	28,119,701.30	0.00	0.00	0.00	0.00	28,119,701.30
Total assets	95,794,359.02	78,389,171.63	18,655,667.42	3,569,978.97	55,806,314.71	252,215,491.75
Liabilities per segment						
Liabilities per segment	78,070,229.03	46,431,888.39	10,462,917.05	6,754,405.77	33,273,920.09	174,993,360.33
Capital expenditures (capital assets)						
Capital expenditures (capital assets)	53,427.45	43,827.60	167,356.75	1,334.30	106,623.43	372,569.53
Additions in intangible assets						
Additions in intangible assets	77,554.56	0.00	45,791.80	0.00	175,386.28	298,732.64
Intangible assets depreciation						
Intangible assets depreciation	67,102.30	1,646.56	7,427.78	2,849.93	35,995.64	115,022.21
Tangible assets depreciation						
Tangible assets depreciation	220,426.86	1,122,496.91	19,439.44	13,124.16	160,281.00	1,535,768.37

GROUP SEGMENT REPORTING



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1.1. - 31.03.2009						
In euros	Publishing sector	Printing sector	Tourism sector	Electronic and Digital Media	Other investments	Total 31.03.2009
Income						
Total sales	36,769,431.18	14,341,921.53	3,739,520.32	709,929.43	8,187,155.76	63,747,958.22
Intra-company sales	-852,595.60	-5,290,254.34	-126,185.95	-46,607.83	-397,337.97	-6,712,981.69
Sales to external customers	35,916,835.58	9,051,667.19	3,613,334.37	663,321.60	7,789,817.79	57,034,976.53
Results						
Results from operating activities	-4,839,868.31	639,406.70	-775,487.09	78,527.60	-741,146.71	-5,638,567.81
Results from other investing activities	10,985.30	0.00	0.00	0.00	0.00	10,985.30
Financial results	-533,979.47	-575,722.65	-58,999.33	-81,522.40	-203,751.45	-1,453,975.30
Results before tax	-5,362,862.48	63,684.05	-834,486.42	-2,994.80	-944,898.16	-7,081,557.81
Income tax	-122,622.63	-20,333.50	-68,723.00	-47,440.00	-37,188.51	-296,307.64
Minority interest	30,804.03	0.00	40,644.42	7,958.61	9,048.39	88,455.46
Net result	-5,454,681.07	43,350.55	-862,565.00	-42,476.19	-973,038.28	-7,289,409.99
Assets for the segment						
Assets for the segment	79,039,196.88	90,334,108.44	14,225,656.14	3,550,480.70	59,406,985.95	246,556,428.11
Investments in associates	34,404,592.87	0.00	0.00	0.00	0.00	34,404,592.87
Total assets	113,443,789.75	90,334,108.44	14,225,656.14	3,550,480.70	59,406,985.95	280,961,020.98
Liabilities per segment	85,429,783.54	56,406,371.21	7,409,579.87	7,084,630.73	26,521,968.92	182,852,334.27
Capital expenditures (capital assets)	88,274.00	386,333.10	1,731.35	0.00	6,159.46	482,497.91
Additions in intangible assets	32,389.50	0.00	918.36	0.00	2,000.00	35,307.86
Intangible assets depreciation	55,650.90	2,109.12	135.52	862.23	28,364.78	87,122.55
Tangible assets depreciation	273,184.96	1,116,098.96	12,127.85	3,771.82	169,033.47	1,574,217.06



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7. TURNOVER ANALYSIS

Activity	Company			
	1.1 - 31.03.2010		1.1 - 31.03.2009	
	euros	%	euros	%
Revenues from circulation	16,034,971.59	57.46	19,441,272.80	59.31
Revenues from advertisements	7,630,502.99	27.34	9,072,697.92	27.68
Income from autonomous sales	2,733,003.54	9.79	3,127,743.00	9.54
Total income from publishing operations	26,398,478.12	94.59	31,641,713.72	96.53
Income from services rendered	1,416,332.13	5.08	1,078,867.56	3.29
Income from sub-products sale	92,965.11	0.33	59,827.21	0.18
Total turnover	27,907,775.36	100.00	32,780,408.49	100.00

Publishing is the only parent company DOL SA operating segment.

Activity	Group			
	1.1 - 31.03.2010		1.1 - 31.03.2009	
	euros	%	euros	%
Revenues from circulation	22,314,480.76	44.10	25,718,559.35	45.09
Revenues from advertisements	8,531,421.41	16.86	9,796,799.01	17.18
Total income from publishing operations	30,845,902.17	60.96	35,515,358.36	62.27
Printing operations	7,348,702.84	14.51	8,383,081.65	14.70
Travel Agencies	5,073,509.95	10.03	3,613,334.37	6.34
TV productions	4,172,962.79	8.25	6,463,912.59	11.33
Books publications and sale of stationary	975,452.56	1.93	955,927.43	1.68
Pre-press	667,613.07	1.32	675,160.35	1.18
Internet advertisement and subscriptions	100,343.39	0.20	603,331.21	1.06
Revenues from radio advertisements	41,264.90	0.08	0.00	0.00
Merchandises sale through the internet	135,241.11	0.27	318,885.90	0.56
Income from services rendered	1,110,409.92	2.19	427,537.45	0.75
Wholesale of waste and residues	133,582.44	0.26	78,447.22	0.13
Total turnover	50,604,985.12	100.00	57,034,976.53	100.00



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8. COST OF GOODS SOLD

In euros	Group		Company	
	1.1. – 3/31/2010	1.1. – 3/31/2009	1.1. – 3/31/2010	1.1. – 3/31/2009
Raw materials consumption – cost of merchandises	8,498,923.05	10,982,035.30	1,759,711.09	3,040,810.41
Payroll	10,659,884.10	11,295,569.13	6,453,758.93	6,546,284.74
Third party remuneration	12,571,420.36	15,831,044.21	10,127,533.00	12,223,174.50
Third parties grants	1,162,259.14	1,221,927.82	495,905.94	444,947.80
Taxes	32,266.23	35,426.42	9,925.54	8,473.98
Other	4,966,276.82	3,451,925.76	781,736.38	762,657.75
Cost of goods sold before depreciations	37,891,029.70	42,817,928.64	19,628,570.88	23,026,349.18
Depreciations embedded in the cost of goods sold	1,172,354.61	1,167,651.77	56,071.12	105,568.09
Cost of goods sold after depreciations	39,063,384.31	43,985,580.41	19,684,642.00	23,131,917.27

9. ADMINISTRATIVE EXPENSES

In euros	Group		Company	
	1.1. – 3/31/2010	1.1. – 3/31/2009	1.1. – 3/31/2010	1.1. – 3/31/2009
Payroll	2,632,444.44	2,888,829.78	1,671,220.47	1,926,913.03
Third party remuneration	1,540,437.90	1,411,772.32	634,699.04	625,637.72
Rents	379,658.32	102,746.24	308,204.25	324,039.44
Third parties grants	620,018.73	607,924.29	390,103.71	291,143.90
Taxes	82,431.89	89,899.77	26,316.84	25,234.96
Traveling expenses	68,821.32	133,154.58	59,960.73	126,582.05
Donations-grants	3,855.42	1,793.49	1,686.65	1,255.85
Other	309,316.25	217,067.33	140,644.75	79,412.22
Administrative expenses before depreciations	5,636,984.27	5,453,187.80	3,232,836.44	3,400,219.17
Depreciations embedded in administrative expenses	441,989.02	407,623.22	205,625.88	178,908.84
Administrative expenses after depreciations	6,078,973.29	5,860,811.02	3,438,462.32	3,579,128.01



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10. DISTRIBUTION EXPENSES

In euros	Group		Company	
	1.1. – 3/31/2010	1.1. – 3/31/2009	1.1. – 3/31/2010	1.1. – 3/31/2009
Payroll	2,468,402.79	2,726,113.83	1,687,480.39	1,853,280.42
Commissions	7,225,352.84	8,227,396.58	6,245,712.07	7,374,475.89
Third party remuneration	480,492.81	341,440.45	46,174.07	19,772.33
Third parties grants	303,071.99	472,456.59	92,806.52	199,813.95
Taxes	21,996.78	38,718.12	10,873.91	11,979.83
Advertising	1,976,215.32	1,935,061.10	1,174,016.77	1,517,164.15
Transfer	340,169.03	354,087.78	313,695.29	326,788.53
Special expenses	0.00	0.00	0.00	0.00
Other	627,159.38	468,365.99	326,408.98	127,811.59
Distribution expenses before depreciations	13,442,860.94	14,563,640.43	9,897,168.00	11,431,086.69
Depreciations embedded in the distribution expenses	36,446.95	86,064.62	19,383.95	29,610.61
Distribution expenses after depreciations	13,479,307.89	14,649,705.05	9,916,551.95	11,460,697.30

11. REVENUES AND EXPENSES FROM MAIN ACTIVITY SECTOR PARTICIPATIONS AND SECURITIES

	Group		Company	
	1.1. – 3/31/2010	1.1. – 3/31/2009	1.1. – 3/31/2010	1.1. – 3/31/2009
Income				
Profit from valuation of associates (Tiletypos)	5,534.64	0.00	0.00	0.00
Dividends received	0.00	0.00	0.00	0.00
Total revenues	5,534.64	0.00	0.00	0.00
Expenses				
Loss from listed securities valuation	0.00	337,000.62	0.00	0.00
Loss from securities valuation (T.V.E.)	170,790.38	0.00	0.00	0.00
Total expenses	170,790.38	337,000.62	0.00	0.00
(Expenses) / revenues from participations and securities	-165,255.74	-337,000.62	0.00	0.00



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12. OTHER OPERATING INCOME-EXPENSES

In euros	Group		Company	
	1.1. – 3/31/2010	1.1. – 3/31/2009	1.1. – 3/31/2010	1.1. – 3/31/2009
Income				
Income from services rendered	58,289.10	219,550.42	131,660.99	154,840.75
Income from rents	41,585.63	156,671.53	122,456.44	138,203.48
Profit from sale of assets	4,533.64	800,985.75	4,533.64	0
Income from doubtful trade and other debtors	16,052.08	92,436.02	13,274.79	31,769.44
Foreign exchange differences	54,142.00	13,547.57	498.81	5,519.25
Indemnity from an insurance company	0.00	640,000.00	0.00	0.00
Other	175,888.99	269,230.10	9,599.61	8,024.45
Total operating income	350,491.44	2,192,421.39	282,024.28	338,357.37
Expenses				
Other expenses	0.00	0.00	0.00	0.00
Total operating expenses	0.00	0.00	0.00	0.00
Other total operating income	350,491.44	2,192,421.39	282,024.28	338,357.37

13. PAYROLL COST

In euros	Group		Company	
	1.1. – 3/31/2010	1.1. – 3/31/2009	1.1. – 3/31/2010	1.1. – 3/31/2009
Salaries and wages	13,223,555.92	10,622,827.66	8,580,466.29	9,190,977.14
Employer's contributions	1,163,423.38	1,293,561.39	389,661.11	441,058.68
Provision for personnel retirement benefit (Note 33)	368,835.06	411,963.45	294,688.50	309,728.13
Other personnel expenses	1,029,412.78	4,608,228.87	547,643.89	384,714.24
Total payroll	15,785,227.14	16,936,581.37	9,812,459.79	10,326,478.19
Expenses embedded in production cost	10,659,884.10	11,295,569.13	6,453,758.93	6,546,284.74
Expenses embedded in administrative expenses	2,632,444.44	2,888,829.78	1,671,220.47	1,926,913.03
Expenses embedded in distribution expenses	2,468,402.79	2,726,113.83	1,687,480.39	1,853,280.42
Expenses embedded in research expenses	24,495.81	26,068.63	0.00	0.00



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The employed personnel is the following: Company 31.03.2010: 796 permanent staff (31.03.2009: 859 permanent staff). The Company does not employ seasonal staff. Group 31.03.2010 1.608 permanent staff and 42 seasonal staff (31.03.2009: 1.696 permanent staff and 105 seasonal staff).

14. DEPRECIATION

In euros	Group		Company	
	1.1. – 3/31/2010	1.1. – 3/31/2009	1.1. – 3/31/2010	1.1. – 3/31/2009
Depreciation of tangible assets (Note 20)	1,535,768.37	1,574,217.06	216,515.81	269,708.45
Depreciation of intangible assets (Note 21)	115,022.21	87,122.55	64,565.14	44,379.00
Total	1,650,790.58	1,661,339.61	281,080.95	314,087.54
Depreciation embedded in production cost	1,172,354.61	1,167,651.77	56,071.12	105,568.09
Depreciation embedded in administrative expenses	441,989.02	407,623.22	205,625.88	178,908.84
Depreciation embedded in distribution expenses	36,446.95	86,064.62	19,383.95	29,610.61

15. REVENUES AND EXPENSES FROM PARTICIPATIONS AND SECURITIES OF NON OPERATING ACTIVITY

In euros	Group		Company	
	1.1. – 3/31/2010	1.1. – 3/31/2009	1.1. – 3/31/2010	1.1. – 3/31/2009
Income				
Profit from valuation/valuation reversion of listed securities & trading portfolio	593.80	10,985.30	593.80	10,985.30
Profit from Papatotiriou valuation	0.00	0.00	0.00	0.00
Trading portfolio dividends received	0.00	0.00	0.00	0.00
Total revenues	593.80	10,985.30	593.80	10,985.30
Expenses				
Loss from listed securities valuation	0.00	0.00	0.00	0.00
Loss from cash & trading portfolio valuation	0.00	0.00	0.00	0.00
Other expenses	0.00	0.00	0.00	0.00
Total expenses	0.00	0.00	0.00	0.00
Revenues/ (Expenses) from participations and securities	593.80	10,985.30	593.80	10,985.30



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16. FINANCIAL INCOME AND EXPENSES

In euros	Group		Company	
	1.1. – 3/31/2010	1.1. – 3/31/2009	1.1. – 3/31/2010	1.1. – 3/31/2009
Financial Income				
Received interest from repos	0.00	11,967.78	0.00	269.32
Other credit interest	440.31	5,468.10	33.73	1,111.05
Other financial income	6,698.05	1,098.43	0.00	0.00
Total financial income	7,138.36	18,534.31	33.73	1,380.37
Financial Expenses				
Interest paid on long-term loans (Note 32)	438,920.24	546,361.47	76,850.66	34,300.35
Interest paid on short-term loans (Note 36)	466,686.83	865,627.78	216,745.17	389,175.44
Other financial expenses	34,168.48	60,520.36	2,701.57	5,512.31
Total financial expenses	939,775.55	1,472,509.61	296,297.40	428,988.10
Net financial expenses	-932,637.19	-1,453,975.30	-296,263.67	-427,607.73

17. INCOME TAX

In euros	Group		Company	
	1.1. – 3/31/2010	1.1. – 3/31/2009	1.1. – 3/31/2010	1.1. – 3/31/2009
Provision for current period income tax	62,171.72	0.00	0.00	0.00
Tax on distributed profits	0.00	0.00	0.00	0.00
Deferred income tax	136,553.00	262,841.80	113,153.00	57,483.00
Tax audit differences	0.00	0.00	0.00	0.00
Other taxes non embedded in the cost	0.00	33,465.84	0.00	22,202.33
Total income tax	198,724.72	296,307.64	113,153.00	79,685.33



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Deferred income tax

The deferred tax, as presented in the attached financial statements, is analyzed as follows:

In euros	FINANCIAL POSITION				COMPREHENSIVE INCOME STATEMENT			
	GROUP		COMPANY		GROUP		COMPANY	
	31.03.2010	31.12.2009	31.03.2010	31.12.2009	1.1. – 31.03.2010	1.1. – 31.03.2009	1.1. – 31.03.2010	1.1. – 31.03.2009
Deferred tax liabilities								
Recognition of property at fair value as imputed cost	6.384.585,10	6.353.155,70	2.240.245,00	2.208.168,00	-31.429,40	-35.826,00	-32.077,00	-35.225,00
Other provisions, adjustment of intangible assets, write-off of borrowing cost	20.811,75	21.907,25	0,00	0,00	1.095,50	2.082,00	0,00	0,00
Adjustment of fixed assets depreciation on the basis of their useful life	2.011.458,00	1.972.280,00	0,00	0,00	-39.178,00	-42.707,00	0,00	0,00
Gross deferred tax liabilities	8.416.854,85	8.347.342,95	2.240.245,00	2.208.168,00	-69.511,90	-76.451,00	-32.077,00	-35.255,00
Deferred tax assets								
Write-off installation expenses not qualifying for recognition as intangible assets	48.957,10	59.455,00	0,00	0,00	-10.497,90	-18.396,17	0,00	-12.420,00
Valuation of buildings at their fair value	733.179,50	733.179,50	0,00	0,00	0,00	0,00	0,00	0,00
Provision adjustment for personnel allowance	2.771.540,66	2.878.140,46	2.290.170,00	2.390.911,00	-106.599,80	-50.556,50	-100.741,00	-10.755,00
Adjustment of provision for doubtful claims	2.905.771,17	2.877.264,17	1.203.549,00	1.183.884,00	28.507,00	-275.911,55	19.665,00	917,00
Provision adjustment for inventory impairment	5.289,00	5.289,00	0,00	0,00	0,00	0,00	0,00	0,00
Other provisions	56.738,50	58.121,50	0,00	0,00	-1.383,00	-16.915,61	0,00	0,00
Tax deductible loss	3.327.371,50	3.300.357,50	1.920.000,00	1.920.000,00	27.014,00	175.388,66	0,00	0,00
Adjustments of financial leases	59.164,50	63.247,00	0,00	0,00	-4.082,50	0,00	0,00	0,00
Other items	-1,10	-2,20		0,00	1,10	0,37	0,00	0,00
Gross deferred tax assets	9.908.010,83	9.975.051,93	5.513.719,00	5.494.795,00	-67.041,10	-186.390,80	-81.076,00	-22.258,00
Net deferred tax assets	4.442.028,48	4.552.895,48	3.173.474,00	3.286.627,00	0,00	0,00	0,00	0,00
Net deferred tax liability	2.950.872,50	2.925.186,50			0,00	0,00	0,00	0,00
Deferred tax in the P & L statement					-136.553,00	-262.841,80	-113.153,00	-57.483,00



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The amounts of the financial year 2009, namely the total deferred assets differ by 52.404,20 euros and of deferred liabilities by 81.352,02 euros respectively, due to first time consolidation of the companies Radio Enterprises CITY SA and DIGITAL SHOPPING SA.

In addition to the above tax-deductible loss for which deferred tax was recognized, the Group registers additional tax-deductible loss amounting to 66,605,512.99 euros, for which no deferred tax was recognized because currently their tax utilization is deemed uncertain. As laid down by legislation, the Group is entitled to utilize for taxation purposes the above loss within a period of five years starting from the fiscal year it was realized.

18. OTHER TOTAL REVENUES FOR THE PERIOD ENDED ON 31.03.2010

	Group					
	1.1. - 31.03.2010			1.1. - 31.03.2009		
In euros	Amounts before tax	Income Tax	Net amounts after tax	Amounts before tax	Income tax	Net amounts after tax
Available for sale portfolio	0,00	0,00	0,00	-99.118,50	0,00	-99.118,50
Total income share from associates	0,00	0,00	0,00	0,00	0,00	0,00
	Company					
	1.1. - 31.03.2010			1.1. - 31.03.2009		
In euros	Amounts before tax	Income Tax	Net amounts after tax	Amounts before tax	Income tax	Net amounts after tax
Available for sale portfolio	0,00	0,00	0,00	-89.383,75	0,00	-89.383,75
Total income share from associates	0,00	0,00	0,00	0,00	0,00	0,00



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19. EARNINGS / LOSS PER SHARE

The basic earnings/loss per share are calculated dividing earnings or loss apportioned to Parent Company common shares holders by the weighted average number of common outstanding shares for the period.

For the calculation of basic earnings / loss the following were taken into consideration:

i) Earnings or loss apportioned to Parent Company shareholders. It is noted that the Parent Company has not issued preferred shares, securities or options convertible to shares.

The Company and the Group P & L were not subject to any further adjustment.

ii) The weighted average number of common outstanding shares during the period, i.e. the number of common shares outstanding at the beginning of 1.1.2010 and 1.1.2009 periods respectively adjusted by the number of common shares issued during these periods, multiplied by a weighted circulation time factor. This factor is the number of days such shares are outstanding in relation to the total number of days in the period. During 1.1-31.03.2010 & -1.1-31.03.2009 period there was no change in the company's share capital.

Therefore, the basic earnings / loss per share for the Group and the Parent Company are the following:

In euros	Group		Company	
	1.1. – 3/31/2010	1.1. – 3/31/2009	1.1. – 3/31/2010	1.1. – 3/31/2009
Net earnings allocated to Company shareholders	-8,586,984.72	-7,289,409.99	-5,258,679.50	-5,549,284.48
Basic loss / earnings per share	-0.1035	-0.0878	-0.0634	-0.0669
Number of outstanding shares at the end of the period	83,000,000.00	83,000,000.00	83,000,000.00	83,000,000.00
Average weighted number of shares on the basis of bonus shares issuing	83,000,000.00	83,000,000.00	83,000,000.00	83,000,000.00

There is no reason to quote diluted earnings/loss per share.



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20. TANGIBLE FIXED ASSETS

CHANGES IN TANGIBLE ASSETS							
1.1.-31.03. 2010							
Group							
In euros	Land-building plots	Buildings and facilities	Machinery-technical facilities & other equipment	Means of transport	Furniture and other fixtures	Real property Fixed assets under construction	Total
Opening balance on 1.1.2010	38,085,773.79	52,336,516.86	51,862,061.98	1,383,342.95	18,351,857.42	291,271.58	162,310,824.58
Additions for the period (+)	0.00	118,366.24	8,910.00	5,775.00	238,268.29	1,250.00	372,569.53
Deductions for the period (-)	0.00	0.00	0.00	-45,435.28	-16,805.64	0.00	-62,240.92
Other movements	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Absorbed companies equipment	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Acquisitions balance on 31.03.2010	38,085,773.79	52,454,883.10	51,870,971.98	1,343,682.67	18,573,320.07	292,521.58	162,621,153.19
Accumulated depreciation on 1.1.2010	0.00	8,586,617.52	33,299,996.67	1,034,874.47	16,657,270.82	0.00	59,578,759.48
Depreciation for the period	0.00	327,984.06	989,046.39	16,342.55	202,395.37	0.00	1,535,768.37
Reductions' depreciations	0.00	0.00	0.00	-45,064.12	-16,159.66	0.00	-61,223.78
Depreciation of absorbed companies equipment	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Depreciations balance on 31.03.2010	0.00	8,914,601.58	34,289,043.06	1,006,152.90	16,843,506.53	0.00	61,053,304.07
Net unamortized value on 31.03.2010	38,085,773.79	43,540,281.52	17,581,928.92	337,529.77	1,729,813.54	292,521.58	101,567,849.12
Net unamortized value 31.03.2009	38,085,773.79	44,594,097.57	20,827,934.02	366,577.90	1,452,997.54	502,633.68	105,830,014.50

For liens or encumbrances and securities on Group assets, see Note 38.

The unamortized balance of the group's tangible fixed assets on 31.12.2009 differs from the opening balance on 01.01.2010 by the amount of 313.047,83 due to first time proportional consolidation in QA 2010 of the jointly controlled entities Digital Shopping S.A. (by an amount of 4.263,60) and Radio Enterprises S.A (by an amount of 308.784,23).

As of 31.03.2010 above tangible fixed assets include property investments-investments in land-building plots of 591.822. euros acquisition cost. Their depreciation stood at 0.00 euros for 1.1-31.03.2010 period and at 0,00 euros for 1.1-31.03.2009 period.



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CHANGES IN TANGIBLE ASSETS							
1.1.-31.03. 2010							
Company							
In euros	Land-building plots	Buildings and facilities	Machinery-technical facilities & other equipment	Means of transport	Furniture and other fixtures	Real property Fixed assets under construction	Total
Opening balance on 1.1.2010	7,871,055.81	14,925,669.93	1,041,044.66	198,662.09	9,202,649.44	0.00	33,239,081.93
Additions for the period (+)	0.00	0.00	0.00	0.00	46,011.73	0.00	46,011.73
Deductions for the period (-)	0.00	0.00	0.00	-45,435.28	-14,284.56	0.00	-59,719.84
Acquisitions balance on 31.03.2010	7,871,055.81	14,925,669.93	1,041,044.66	153,226.81	9,234,376.61	0.00	33,225,373.82
Accumulated depreciation on 1.1.2010	0.00	2,308,128.03	1,025,914.84	154,305.69	8,122,087.37	0.00	11,610,435.93
Depreciation for the period		93,942.39	671.05	2,714.51	119,187.86	0.00	216,515.81
Reductions' depreciations		0.00	0.00	-45,064.12	-14,284.31	0.00	-59,348.43
Depreciations balance on 31.03.2010	0.00	2,402,070.42	1,026,585.89	111,956.08	8,226,990.92	0.00	11,767,603.31
Net unamortized value on 31.03.2010	7,871,055.81	12,523,599.51	14,458.77	41,270.73	1,007,385.69	0.00	21,457,770.51
Net unamortized value 31.03.2009	7,871,055.81	12,899,368.49	17,441.47	28,374.82	927,309.64	0.00	21,743,550.23

As of 31.03.2010 the aforementioned tangible fixed assets include property investments of 12.598.283,08 euros acquisition cost. Their depreciation stood at 30,752.74 euros for 1.1-31.03.2010 period and at 30,752.74 euros for 1.1-31.03.2009 period.



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21. INTANGIBLE ASSETS

CHANGES IN INTANGIBLE ASSETS			
1.1.-31.03.2010			
Group			
In euros	Internally generated intangible assets	Software and other rights	Total
Opening balance on 1.1.2010	1,323,097.47	5,797,043.25	7,120,140.72
Additions for the period (+)	0.00	298,732.64	298,732.64
Deductions for the period (-)	0.00	0.00	0.00
Other movements(+/-)	0.00	0.00	0.00
Absorbed companies equipment	0.00	0.00	0.00
Acquisitions balance on 31.03.2010	1,323,097.47	6,095,775.89	7,418,873.36
Accumulated depreciation on 1.1.2010	1,178,002.98	4,561,824.11	5,739,827.09
Depreciation for the period	18,136.75	96,885.46	115,022.21
Reductions' depreciations	0.00	0.00	0.00
Depreciation of absorbed companies equipment	0.00	0.00	0.00
Depreciations balance on 31.03.2010	1,196,139.73	4,658,709.57	5,854,849.30
Net unamortized value on 31.03.2010	126,957.74	1,437,066.32	1,564,024.06
Net unamortized value on 31.03. 2009	199,504.67	425,559.33	625,064.00

The unamortized balance of the group's intangible fixed assets on 31.12.2009 differs from the opening balance on 01.01.2010 by the amount of 179,599.40 due to first time proportional consolidation in QA 2010 of the jointly controlled entities Digital Shopping S.A. (by an amount of 178,100.20) and Radio Enterprises S.A (by an amount of 1,499.20).



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CHANGES IN INTANGIBLE ASSETS			
1.1.-31.03.2010			
Company			
In euros	Internally generated intangible assets	Software and other rights	Total
Opening balance on 1.1.2010	648,849.44	2,994,980.78	3,643,830.22
Additions for the period (+)		73,076.56	73,076.56
Deductions for the period (-)		0.00	0.00
Acquisitions balance on 31.03.2010	648,849.43	3,068,057.34	3,716,906.78
Accumulated depreciation on 1.1.2010	648,849.43	2,141,795.30	2,790,644.73
Depreciation for the period	0.00	64,565.14	64,565.14
Reductions* depreciations		0.00	0.00
Depreciations balance on 31.03.2010	648,849.43	2,206,360.44	2,855,209.87
Net unamortized value on 31.03.2010	0.01	861,696.90	861,696.91
Net unamortized value on 31.03. 2009	0.01	257,577.31	257,577.32

22. INVESTMENTS IN SUBSIDIARIES, JOINTLY CONTROLLED ENTITIES, ASSOCIATES AND OTHER COMPANIES

INVESTMENTS IN ASSOCIATES						
Group						
In euros	3/31/2010			12/31/2009		
	Acquisition cost	Share of profit/loss	Book value	Acquisition cost	Share of profit/loss	Book value
Mellon Group SA	0.00	0.00	0.00	0.00	0.00	0.00
Northern Greece Publishing SA	5,926,410.70	-4,097,886.83	1,828,523.87	5,926,410.70	-4,097,886.83	1,828,523.87
Argos SA	2,113,165.60	656,227.74	2,769,393.34	2,113,165.60	656,227.74	2,769,393.34
Tiletypos SA	34,316,255.89	-11,487,370.18	22,828,885.71	34,316,255.89	-11,492,904.82	22,823,351.07
Papasotiriou SA	2,054,310.52	-1,568,794.90	485,515.62	2,054,310.52	-1,568,794.90	485,515.62
TV Enterprises SA	424,987.50	-217,604.74	207,382.76	424,987.50	-46,814.36	378,173.14
Total	44,835,130.21	-16,715,428.91	28,119,701.30	44,835,130.21	-16,550,173.17	28,284,957.04

INVESTMENTS IN OTHER ENTITIES		
Group		
In euros	31.3.2010	31.3.2009
	Book Value	Book value
Phaistos AE	310.429,20	310.429,20
Interoptics AE	560.585,00	560.585,00
Total	871.014,20	871.014,20



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In DOL Group consolidated financial statements dated 31.03.2010, the associates Northern Greece Publishing SA and Tiletypos SA were integrated with their equity on 31.12.09, the company TV Enterprises SA with its equity on 31.03.2010, while Argos SA and Papatotiriou SA with their equity on 31.12.2008. DOL SA estimates that on 31.03.2010 no significant differences arose in the consolidation of associates compared to consolidation on 31.12.2009.

INVESTMENTS IN SUBSIDIARIES, JOINTLY CONTROLLED ENTITIES AND ASSOCIATES		
Company		
In euros	3/31/2010	12/31/2009
Subsidiaries		
DOL Digital SA	13,743,221.84	13,743,221.84
Multimedia SA	1,802,093.27	1,802,093.27
Studio ATA SA	2,816,287.83	2,816,287.83
Nea Aktina SA	44,460.75	44,460.75
Eurostar SA	3,613,256.62	3,613,256.62
DOL Females Magazines Publications SA	1,033,750.00	1,033,750.00
Ellinika Grammata SA	813,725.88	813,725.88
Michalakopoulou SA	24,781,245.00	24,781,245.00
Total	48,648,041.19	48,648,041.19
Jointly controlled entities		
Mikres Aggelies SA	0.00	0.00
Mellon Group SA	733,675.72	733,675.72
Hearst DOL LTD	748,350.00	748,350.00
Iris Printing SA	27,318,227.22	27,318,227.22
Digital Shopping SA	800,000.00	400,000.00
Radio Enterprises City SA	1,500,000.00	0.00
Total	31,100,252.94	29,200,252.94
Associates		
Northern Greece Publishing SA	5,926,410.70	5,926,410.70
Argos SA	2,113,165.60	2,113,165.60
Tiletypos SA	51,316,255.89	51,316,255.89
Papatotiriou SA	2,054,310.52	2,054,310.52
TV Enterprises SA	424,987.50	424,987.50
Total	61,835,130.21	61,835,130.21

On 3.2.2010 DOL SA acquired RADIO ENTERPRISES CITY SA 155.000 shares from PETRIE INVESTMENTS LIMITED, representing 50% of the share capital against a price of € 1.500.000. The company 'RADIO ENTERPRISES CITY SA' owns the radio station VIMA FM (former CITY FM).

Moreover, on 9.12.2009 DOL SA participated by 40% in the newly established company Digital Shopping S.A share capital paying a consideration of 400.000 euros. Subsequently on 1.03.10, DOL SA paid other 400.000



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euros, participating in the share capital increase in favor of the existing shareholders of the aforementioned company, maintaining its share at 40%.

As mentioned in Note 5.b, Group investments in jointly controlled entities are recognized in the consolidated financial statements with the proportional consolidation method. The relevant accounts embedded in the consolidated financial statements on 31.03.2010 and 31.12.2009 are the following:

In euros	3/31/2010	12/31/2009
Non current assets	53,452,346.93	53,717,287.04
Current assets	31,987,364.25	33,302,855.22
Short term liabilities	13,573,407.37	14,158,152.57
Total revenues	14,064,505.12	64,196,848.91
Total expenses	15,247,782.68	63,869,944.05



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23. AVAILABLE FOR SALE PORTFOLIO

In euros	Group		Company	
	3/31/2010	12/31/2009	3/31/2010	12/31/2009
M. Levis SA	18,745.80	18,745.80	18,745.80	18,745.80
Microland Computer SA	253,743.36	253,743.36	228,822.40	228,822.40
Total	272,489.16	272,489.16	247,568.20	247,568.20

24. INVENTORIES

In euros	Group		Company	
	3/31/2010	12/31/2009	3/31/2010	12/31/2009
Merchandises	2,667,017.78	2,458,521.92	1,611,928.01	1,642,650.06
Finished and unfinished products, by-products and residuals	7,543,407.04	8,065,576.43	2,222,619.81	2,751,899.10
Production in progress	1,994,259.52	2,268,814.37	785,319.46	701,991.85
Raw and secondary materials, consumables, spare parts and packaging materials	8,720,093.23	8,497,972.61	0.00	0.00
Advance payments for purchases of inventories	445,568.52	1,726,329.07	0.00	0.00
Total	21,370,346.09	23,017,214.40	4,619,867.28	5,096,541.01

The movement of provisions for redundant and obsolete inventory (referring to the categories of merchandises and products) for the period ended on 31.03.2010 is the following:

In euros	Group	Company
Balance on 1.1.2010	1,726,386.98	0.00
Minus: Usage of provision	0.00	0.00
Plus: Additional provision for the period	66,000.00	0.00
Balance on 31.03.2010	1,792,386.98	0.00



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25. TRADE RECEIVABLES

In euros	Group		Company	
	3/31/2010	12/31/2009	3/31/2010	12/31/2009
Domestic customers	53,511,989.67	59,396,702.72	19,283,418.05	21,513,039.67
Receivable post-dated cheques and promissory notes	24,819,114.84	29,165,652.69	11,155,509.33	15,206,232.52
Foreign customers	353,747.86	500,719.61	208,026.82	226,718.01
Overdue cheques and promissory notes	4,308,190.83	5,461,146.17	1,785.00	11,000.00
Total trade receivables	82,993,043.21	94,524,221.18	30,648,739.20	36,956,990.20
Provisions for doubtful claims	-14,137,863.45	-15,445,285.03	-6,056,060.83	-5,919,422.43
Total	68,855,179.76	79,078,936.15	24,592,678.37	31,037,567.77

The movement of provisions for doubtful claims for 31.03.2010 period is the following:

In euros	Group	Company
Balance on 1.1.2010	15,445,285.03	5,919,422.43
Plus: Provision for 1.1-31.03.2010 period	324,370.43	202,444.96
Minus: Claims provisions write-off	-1,631,792.01	-65,806.56
Balance 31.03. 2010	14,137,863.45	6,056,060.83



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26. OTHER SHORT TERM RECEIVABLES

In euros	Group		Company	
	3/31/2010	12/31/2009	3/31/2010	12/31/2009
Prepaid and withholding taxes	1,614,331.12	1,698,497.32	796,091.38	782,228.57
VAT receivable	2,376,034.53	2,045,316.24	0.00	288,342.92
Prepaid income tax	80,059.78	65,855.71	0.00	0.00
Accrued income	4,154,418.16	3,997,455.86	3,178,349.80	2,788,968.56
Prepaid expenses	1,361,064.67	1,583,836.50	254,793.66	350,901.27
Advance payments on account	598,799.05	826,271.74	0.00	216,795.81
Loans and advance payments to personnel	1,595,743.30	1,252,552.35	948,412.00	936,858.62
Other	2,652,635.00	2,406,414.56	505,695.00	572,559.75
Total other short term receivables	14,433,085.61	13,876,200.28	5,683,341.84	5,936,655.50

27. RECEIVABLES FROM RELATED COMPANIES

Parent Company receivables from related companies on 31.03.2010 amount to 5,040,971.97 euros (31.03.2009 :3.617.100,28 euros) and refer to fees for financial, administrative, legal, commercial and IT services rendered by DOL SA to related companies. Total Group receivables from related companies on 31.03.2010 amount to 4,547,737.38 euros (31.03.2009: 5.978.409,80 euros)

28. TRADING PORTFOLIO

Parent Company trading portfolio refers to shares listed on ATHEX and is analyzed as follows:

In euros	Group		Company	
	3/31/2010	12/31/2009	3/31/2010	12/31/2009
Chaidemenos SA	29,986.90	29,393.10	29,986.90	29,393.10
Total listed shares	29,986.90	29,393.10	29,986.90	29,393.10

Following amendment to IAS 39 and IFRS 7 on 1.7.2008 by IASB, it was allowed to reclassify certain financial assets, measured at fair value through P & L, from 'Trading Portfolio' account to 'Available for sale portfolio' account. In application of the above amendment, the company reclassified its shareholding in Microland Computer SA, listed on ATHEX, from Trading Portfolio into Available for sale portfolio. This change did not bring about any result in equity for the period 1.1-31.03.2010 both for the parent company and the Group. The respective 1.1-31.03.2009 period amounts directly carried



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over to Equity represent a loss of 89,383.75 euros for the parent company and of 99,118.50 euros for the Group.

29. CASH IN HAND AND AT BANKS

In euros	Group		Company	
	3/31/2010	12/31/2009	3/31/2010	12/31/2009
Treasury	102,019.27	507,044.26	44,813.38	54,919.18
Bank deposits				
Sight	5,376,432.19	5,627,352.61	231,284.07	906,646.80
Term	0.00	0.00	0.00	0.00
Total	5,478,451.46	6,134,396.87	276,097.45	961,565.98

Bank deposits are denominated in euros. Sight deposits bear a floating interest rate.

30. SHARE CAPITAL, SHARE PREMIUM

On March 31, 2010 the Company's issued, approved and paid up share capital stood at 45.650.000 euros, divided into 83.000.000 common shares, of nominal value 0,55 euros each and the share premium amounting to 89.759.298,10 euros.

During 1.1.-31.03.2010 period, there was no change in the Company's share capital.



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31. RESERVES

In euros	Group		Company	
	3/31/2010	12/31/2009	3/31/2010	12/31/2009
Regular reserve	4,022,007.37	4,017,412.37	3,253,303.75	3,253,303.75
Tax free and specially taxed reserves	11,203,955.19	11,203,955.19	5,467,914.06	5,467,914.06
Special reserves	16,880.38	16,880.38	0.00	0.00
Other reserves	436,025.12	436,025.12	305,059.11	305,059.11
Total	15,678,868.06	15,674,273.06	9,026,276.92	9,026,276.92

Legal reserves: According to the Greek commercial law, companies are required to form a legal reserve of at least 5% of their annual net profit, as these profits are depicted in their accounting books, until the legal reserve accrued amount reaches at least 1/3 of share capital. This reserve cannot be distributed to shareholders during Company operation.

Tax free and specially taxed reserves: They have been formed on the basis of various laws. Pursuant to Greek tax legislation, specially taxed reserves are exempt from income tax, on the condition they will not be distributed to shareholders. This account includes a parent company amount of 1.413.625,09 euros of a fully paid up tax liability distributable tax free.



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32. LONG TERM BORROWING

In euros	Group		Company	
	3/31/2010	12/31/2009	3/31/2010	12/31/2009
Bond loan	62,918,044.29	55,331,240.08	14,000,000.00	14,000,000.00
Syndicated loan	0.00	0.00	0.00	0.00
Long term loans	62,918,044.29	55,331,240.08	14,000,000.00	14,000,000.00
Long term loans installments payable in the following financial year (Note 36)	-6,197,618.40	-5,368,712.00	0.00	0.00
Total	56,720,425.89	49,962,528.08	14,000,000.00	14,000,000.00

Long term loans are payable as follows:

In euros	Group		Company	
	3/31/2010	12/31/2009	3/31/2010	12/31/2009
Payable by the end of the year	6,197,618.40	5,368,712.00	0.00	0.00
Payable from 1 to 5 years	45,028,560.00	39,078,560.00	14,000,000.00	14,000,000.00
Payable after 5 years	11,691,865.89	10,883,968.08	0.00	0.00
Total	62,918,044.29	55,331,240.08	14,000,000.00	14,000,000.00

- **Bond Loan issued by the jointly controlled company Iris Printing SA**

On 27.7.2007 IRIS Printing SA issued a common bond loan of 85.000.000 euros total amount on floating rate (Euribor plus margin) for 8-year duration. The bond loan is anticipated to be fully paid by 2015 in 32 quarterly installments.

- **Bond Loan issued by Parent Company DOL SA**

On 30.11.2009, DOL SA issued a common bond loan amounting to 14.000.000 euros, on a floating rate (euribor plus margin 1,50%) with 30.11.2012 maturity date, when the loan will be fully paid.

- **Bond Loan issued by the subsidiary company Ellinika Grammata SA**

On 14.12.2007 the subsidiary Company issued a common bond loan of 10.000.000,00 euros initial amount on floating rate (Euribor plus margin 1,00%) for a 10-year duration plus a 2-year grace period. The bond loan is anticipated to be fully paid until 2017. This bond loan was issued to refinance the existing short term borrowing and the working capital.

On 23/7/2008 due to the Company's Share Capital increase, 50% of the bond loan was early repaid; Total bond loan repayment shall be effected in eight semester installments, expected by 09/12/ 2013.



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- **Long term Loan of Michalakopoulou SA subsidiary**

MICHALAKOPOULOU SA on 29.12.2009 was financed with a long term loan of 3,000,000 euros total initial amount on floating rate (Euribor plus margin 2,50%) for a 5-year duration. The capital is set to be fully paid up in 60 equal -amount monthly installments of 30.000 euros by 31.01.2015, when the remaining loan will be fully paid on the last installment.

Moreover, on 01.01.2010 it was financed with one additional long term loan of 4.400.000,00 euros for a ten-year duration expiring on 28.11.2019 that will be repaid in 40 installments.

- **Long term Loan of DOL DIGITAL SA subsidiary**

The company concluded a long term loan for a five-year duration amounting to 4.300.000,00 expiring on 31.12.2014.

Long term borrowing total interest expenses stood at 438,920.24 euros on consolidated basis and at 76,850.66 euros for the Parent Company for 1.1.-31.03.2010 period (546.361,47 euros and 34.300,35 euros on consolidated basis for the Parent Company respectively for 1.1.-31.03.2009 financial year) and are included in interest expenses in the attached financial statement.

33. PROVISION FOR RETIREMENT BENEFITS LIABILITIES

Provision for personnel benefits included in the attached financial statements is analyzed as follows:

In euros	Group		Company	
	3/31/2010	12/31/2009	3/31/2010	12/31/2009
Provision for personnel retirement benefits	13,890,717.61	14,368,374.70	11,450,847.53	11,954,556.98

Pursuant to the Greek labor legislation, every employee is entitled to compensation in case of redundancy or retirement. The amount of compensation depends on previous working experience and employee's remuneration at the time of redundancy or retirement. If the employee remains with the Company to reach the retirement age limit, he/she is entitled to an one-off amount equal at least to 40% of the compensation he/she would be entitled to if he/she were dismissed on the same date, unless otherwise laid down in the respective collective bargaining agreements. The Greek commercial law stipulates that companies must form a provision pertaining to all personnel and at least for the liability incurred by retirement benefits (at least 40% of the total liability unless otherwise laid down in the respective collective bargaining agreements). This scheme is not financed. Group and Company personnel retirement benefits liabilities were determined based on an actuarial study.



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Provision for personnel compensation, recognized in the results, is analyzed as follows:

In euros	Group		Company	
	3/31/2010	3/31/2009	3/31/2010	3/31/2009
Current service cost	201,214.98	218,680.42	151,514.72	156,230.00
Financial cost	167,620.08	193,283.03	143,173.75	153,498.13
Total	368,835.06	411,963.45	294,688.47	309,728.13

The relevant provision movement respectively is the following:

In euros	Group		Company	
	3/31/2010	3/31/2009	3/31/2010	3/31/2009
Commencement balance (January 1, 2010 and 2009)	14,368,374.70	14,412,181.02	11,954,556.98	11,861,887.02
Change due to proportional consolidation of Radio Enterprises City SA and MELLON GROUP SA.	52,877.50	63,288.89	0.00	0.00
Provision for the period	368,835.06	411,963.45	294,688.47	309,728.13
Paid up compensations	-899,369.65	-466,638.01	-798,397.92	-363,504.00
Closing balance	13,890,717.61	14,420,795.35	11,450,847.53	11,808,111.15

The basic actuarial assumptions used to calculate the relevant provisions (personnel retirement and healthcare benefit) are the following:

	3/31/2010	3/31/2009
Discount rate	5.5%	5.5%
Anticipated remuneration increase	3,5%	3,5%
Inflation	2,5%	2,5%



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34. DEFERRED INCOME

Deferred income mainly refers to state grants for investments in fixed assets and proceeds from subsidized programs. The change of grants is as follows:

In euros	Group		Company	
	3/31/2010	12/31/2009	3/31/2010	12/31/2009
Balance at the beginning of the period (1.1.2010 and 1.1.2009)	823,108.39	1,142,584.95	0.00	0.00
Additions	0.00	0.00	0.00	0.00
Depreciations	-72,614.43	-319,476.56	0.00	0.00
Balance at the end of the period (31.03.2010 and 31.12.2009)	750,493.96	823,108.39	0.00	0.00

35. TRADE LIABILITIES

In euros	Group		Company	
	3/31/2010	12/31/2009	3/31/2010	12/31/2009
Domestic suppliers	25,890,320.25	31,346,677.35	15,537,412.85	21,103,873.94
Foreign suppliers	3,909,264.52	5,713,908.45	1,445,436.05	2,010,730.47
Post-dated payable cheques	2,204,597.86	3,554,063.67	1,001,491.95	371,660.03
Total	32,004,182.63	40,614,649.47	17,984,340.85	23,486,264.44

36. SHORT TERM BORROWING

In euros	Group		Company	
	3/31/2010	12/31/2009	3/31/2010	12/31/2009
Available credit limits	95,749,000.00	107,565,000.00	38,200,000.00	38,200,000.00
Unutilized credit limit	45,075,530.75	-52,971,499.09	-11,604,581.81	-15,000,000.00
Short term borrowing	50,673,469.25	54,593,500.91	26,595,418.19	23,200,000.00
Long term liabilities payable within twelve months (Note 32)	6,197,618.40	5,368,712.00	0.00	0.00
Total	56,871,087.65	59,962,212.91	26,595,418.19	23,200,000.00

Short term loans for the period were denominated in euros.



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The weighted average interest rate for short term borrowing as of the first quarter of 2010 was 4.10% (5.0% for 1.1-31.03.2009 period).

Short term loans interest amounted totally to 466,686.83 euros on consolidated basis and to 216,745.17 euros for the parent company for the period ended on March 31, 2010 (865.627,78 euros on consolidated basis and 389.175,44 euros for the parent company for the period ended on March 31, 2009) and is depicted under interest expenses in P & L.

37. OTHER SHORT TERM LIABILITIES AND ACCRUED EXPENSES

In euros	Group		Company	
	31/3/2010	31/12/2009	31/3/2010	31/12/2009
Customers down payments	2,950,327.72	3,919,217.68	1,580,911.56	2,354,499.51
Payable taxes-income tax excluded	2,441,651.19	2,860,753.46	1,508,793.18	1,576,060.01
Income tax	0.00	173,140.87	0.00	0.00
Insurance contributions payable	984,487.73	2,055,076.28	450,453.75	994,324.83
Accrued expenses	12,117,297.76	8,834,912.49	4,624,162.29	2,187,519.81
Personnel compensation payable	-954,433.53	697.36	-954,433.53	0.00
Dividends Payable	25,765.25	25,765.25	25,765.25	25,765.25
Deferred income	1,103,739.63	1,817,712.60	844,222.70	1,056,534.41
Long term liabilities of financial leases payable in the following period	79,225.66	22,456.44	0.00	0.00
Other creditors	5,656,077.85	2,523,888.82	3,397,787.61	1,260,322.42
Total	24,404,139.26	22,233,612.24	11,477,662.81	9,455,026.24

38. CONTINGENT LIABILITIES AND COMMITMENTS

Commitments from operating leases: commitments from non-cancelable operating leases (minimum future lease payments) are the following:

In euros	Future commitments from operating leases on 31.03.2010	
	Group	Company
Payable up to 1 year		
Payable from 1 to 5 years		
Total		

• **Commitments from financial leases:** On 31.03.2010 the Company did not have any commitments for financial leases, while for the Group respectively the future minimum lease payments on the basis of non-cancelable financial car leases on 31.03.2010 are analyzed as follows:



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In euros	Future commitments from financial leases on March 31, 2010	Future commitments from financial leases on March 31, 2010
	Group	Company
Payable up to 1 year	79,225.66	0.00
Payable from 1 to 5 years	216,601.96	0.00
Total	295,827.62	0.00

- **Commitments for capital expenditures:** On 31.03.2010 the Group and the Company had no commitments for capital expenditures.

Non tax audited financial years: The Company has not been tax audited for the financial years 2000 up to 2009. Moreover, the Group subsidiaries have not been tax audited mainly for the periods 2007 - 2009, so their tax liabilities have not been finalized. In case of an eventual future tax audit, tax authorities may reject certain expenses, increasing thus Parent Company and subsidiaries taxable income, imposing at the same time additional taxes, fines and surcharges.

Given the difficulty at present to accurately determine the amount of additional taxes and fines to be possibly imposed, the Company has formed estimated-based provisions on tax differences possibly arising from the audit of non audited financial years up until 31.12.2009. The Parent Company provision amount stands at 1.225.099,21 euros. For the other Group companies, no respective provision has been formed. The table below outlines the non audited financial years of DOL Group consolidated companies:



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COMPANIES INCLUDED IN GROUP CONSOLIDATED FINANCIAL STATEMENTS				
Trade Name	ACTIVITY	GROUP SHAREHOLDING	CONSOLIDATION METHOD	NON TAX AUDITED FINANCIAL YEARS
1. MULTIMEDIA A.E.	Pre-press	100,00%	FULL	3
2. MICHALAKOPOULOU TOURIST-REAL ESTATE SA.	Real Estate	100,00%	FULL	3
3. ELLINIKA GRAMMATA SA	Publishing house - bookstore	100,00%	FULL	3
4. STUDIO ATA SA	TV productions	99,30%	FULL	3
5. EUROSTAR SA	Travel agency	51,00%	FULL	2
6. DOL DIGITAL SA	Digital information media	84,22%	FULL	3
7. RAMNET SHOP SA	E-commerce	84,22%	FULL	3
8. NEA AKTINA SA	Publications	50,50%	FULL	3
9. DOL FEMALE MAGAZINES PUBLICATIONS SA	Publications	100,00%	FULL	3
10. HEARST DOL PUBLISHING LTD	Publications	50,00%	PROPORTIONAL	3
11. IRIS PRINTING SA	Printing	50,00%	PROPORTIONAL	3
12. MIKRES AGGELIES SA	Publications	33,33%	PROPORTIONAL	3
13. MELLON GROUP SA	Publications	50,00%	PROPORTIONAL	1
14. RADIO ENTERPRISES CITY SA	Radio Station	50,00%	PROPORTIONAL	1
15. DIGITAL SHOPPING AE	E-commerce	40,00%	PROPORTIONAL	0
16. ARGOS SA	Press Distribution Agency	38,70%	EQUITY METHOD	3
17. NORTHERN GREECE PUBLISHING SA	Publications-Printing	33,33%	EQUITY METHOD	7
18. PAPASOTIRIOU SA	Bookstore chain-Publishing House	30,00%	EQUITY METHOD	4
19. TILETYPOS SA	Mega Channel TV station	22,11%	EQUITY METHOD	5
20. TV ENTERPRISES SA (TVE)	TV studios – TV productions	25,00%	EQUITY METHOD	3

Pending litigations against the Company and Group companies

There are litigations pending against Parent Company and Group associates, arising mainly from publications in newspapers; it is estimated that their final outcome shall have no significant impact on the Company or Group financial position or operation. For the jointly controlled entity IRIS PRINTING SA the following are pending a) a ruling by the Administrative Court of Appeal of Athens for additional contributions payment to a social security fund, by an amount of 3,050 mn. euros and b) ruling before the Administrative Court of First Instance of Athens for additional contributions payment to a social security fund, amounting to approximately 3,064 mn. euros. Based on a letter by the Legal Advisor, it is estimated that these litigations shall not be accepted and there shall not be any financial burden on the company.

The Company and the Group have not formed provisions for a possible adverse outcome of disputes under litigation or arbitration or for court rulings or decisions by arbitration bodies.



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Encumbrances and collaterals

There are no registered liens or encumbrances on DOL SA and Parent Company fixed assets.

39. RELATED PARTIES DISCLOSURES

39 a. Subsidiaries, jointly controlled entities, associates and other related parties

Any transactions between DOL Group and DOL SA with subsidiaries, jointly controlled entities and associates are the following:

1.1.-31.03.10	Group				COMPANY			
	From/To subsidiaries	From / to jointly controlled entities	1.1.-31.03.10	From/To subsidiaries	From / to jointly controlled entities	1.1.-31.03.10	From/To subsidiaries	From / to jointly controlled entities
a) Purchases of goods and services	0,00	0,00	6.728.832,15	0,00	745.929,56	5.893.888,85	6.032.392,85	0,00
b) Acquisition of non current assets	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
c) Loans	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
d) Share capital increases	0,00	0,00	0,00	0,00	0,00	1.900.000,00	0,00	0,00
e) Dividends	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
f) Lease contracts	0,00	0,00	0,00	0,00	242.152,08	27.159,90	176,07	0,00
TOTAL	0,00	0,00	6.728.832,15	0,00	988.081,64	7.821.048,75	6.032.568,92	0,00
a) Sales of goods and services	0,00	0,00	23.563.964,58	35.349,45	773.087,69	498.419,33	18.598.739,54	9.144,68
b) Sales of non current assets	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
c) Loans granted	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
d) Share capital increases	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
e) Dividends	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
f) Lease contracts	0,00	0,00	0,00	3.245,25	85.911,85	18.664,50	0,00	3.245,25
TOTAL	0,00	0,00	23.563.964,58	38.594,70	858.999,54	517.083,83	18.598.739,54	12.389,93
1.1.-31.03.10	Group				Company			
	Assets		Liabilities		Assets		Liabilities	
TOTAL	12.655.954,13		4.301.463,12		10.510.604,56		10.724.465,01	



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Group and Parent Company transactions with the publishing company ATHINAIKA NEA SA under liquidation are included in 'other related parties' account due to shared management with the public welfare institution LAMBRAKIS FOUNDATION.

39 b. Commercial and Other Agreements

DOL Group SA publishing companies assign to subsidiary Multimedia SA all pre-press work and to the jointly controlled company Iris Printing SA all printing work required for the Group's publications. The associate company Argos SA undertakes handling and distribution of all parent company and Group publications on percentage-based fee.

Additionally, DOL SA has signed private agreements with associates and subsidiaries thereby mutually agreeing that the former renders to the above companies administrative, financial, accounting, legal, commercial and IT services and concludes lease contracts mainly as lessor. Finally, DOL SA has signed private agreements with subsidiaries and associates for advertisements entries in DOL SA print-outs as well as advertising barter agreements. Finally, within its normal course of business DOL SA occasionally concludes agreements with subsidiaries operating primarily in sales of goods, mutual rendering of services or editing publications. Such agreements are of very limited financial scope.

39 c. Granted guarantees

Guarantees granted by DOL SA to related companies on 31.12.2009 were the following (in thous. euros):

Guarantees granted to	31/3/2010	31/12/2009
DOL Digital SA	8,600.00	8,600.00
RAMNET SHOP S.A	300.00	300.00
Studio ATA SA	7,741.27	7,741.27
Michalakopoulou SA	3,500.00	3,500.00
Eurostar SA	1,708.00	1,708.00
Triaina Travel SA	0.00	0.00
Special Publications SA	0.00	0.00
Ellinika Grammata SA	7,500.00	6,500.00
Multimedia	3,000.00	3,000.00
Total	32,349.27	31,349.27



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39 d. Board of Directors members and Senior Management Executives members' remuneration

TRANSACTIONS AND REMUNERATION OF MANAGEMENT MEMBERS AND SENIOR MANAGEMENT EXECUTIVES ACCORDING TO IAS 24		
1.1.- 31.03.2010	Group	Company
Remuneration	868,365.05	410,094.57
3/31/2010	Group	Company
Assets	0.00	0.00
Liabilities	0.00	0.00

40. POSTERIOR EVENTS

Following the decision by the Board of Directors on 12.4.2010, the Company's Annual Ordinary General Meeting was convened on May 27, 2010 with the following items on the agenda:

- 1) Submission and approval of the company and consolidated financial statements (Balance sheet, Income Statement, Cash Flow Statement, Statement of Changes in Equity and Addendum) for the financial year from 1.1 - 31.12.2009 and of the corresponding Management Report by the BoD and the Certified Auditor-Accountant, included in the Annual Financial Report of the period from 1.1.2009 to 31.12.2009.
- 2) Release of the BoD members and the Company's Certified Auditor-Accountant from any compensation responsibility for the annual financial statements and the management of the period 1.1 -31.12.2009 and approval of the management activities and representation acts of the Company's BoD.
- 3) Election of one Regular and one substitute Certified Auditor Accountant for the financial year 2010 and arrangement of their remuneration.
- 4) Approval of services provision contracts, compensation agreements and other benefits for BoD members and Managers for the year that ended; determination and pre-approval of their fee for the period 2010-2011 and authorization, as laid down by the Law, to BoD members and Company executives to provide their services to associates.
- 5) Announcement of BoD members' substitution -Ratification of the election of a new independent member to substitute the resigning member.
- 6) Ratification of a new member election by the Audit Committee to replace the resigning member.
- 7) Granting of a special approval to conclude a contract with entities, as stipulated in article 23 C.L. 2190/1920.
- 8) Various announcements.



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CERTIFICATION

It is hereby certified that the above 'PARENT COMPANY AND GROUP INTERIM FINANCIAL STATEMENTS DATED MARCH 31st, 2010' and the attached thereto 'NOTES 1-40' were the ones approved by the Company's Board of Directors at its meeting held on May 20th, 2010.

The persons in charge of data preparation and accuracy in the above 'PARENT COMPANY AND GROUP INTERIM FINANCIAL STATEMENTS DATED MARCH 31st, 2010' and in the attached thereto 'NOTES 1-40' were Messrs: Stavros P. Psycharis, BoD Executive Chairman and CEO, Panagiotis St.Psycharis, BoD Executive deputy Chairman and Business Development General Manager, Nikolas G. Pefanis, BoD Member and General Manager of the Corporate Center and Theodoros D. Dolos, Head of Accounting Department.

Athens, May 20, 2010

BoD Chairman
and Chief Executive Officer

Stavros P. Psycharis
ID No: Α 352089

BoD Deputy Chairman
and General Manager for
Business Development

Panagiotis S. Psycharis
ID No: AH 042414

BoD Member
and General Manager for
Corporate Center

Nikolas J. Pefanis
ID No. Ξ 199212

Head of Accounting
Department

Theodoros D. Dolos
ID No: AE 103596
REG No.0001984
CLASS A