

Press release 1/1

The small and independent online newspaper GenevaLunch.com unveils its new look at Expat-Expo!

Geneva, 14 October 2008 – More than 2,000 visitors were able to discover the new GenevaLunch Sunday 12 October during the third Expat-Expo fair that took place in Geneva. The small and independent online newspaper continues to expand, with more than 20,000 pages viewed per month. This growth led to the site's redesign*, moving it from a sophisticated blog format to a true media site. The new version of GenevaLunch.com continues to attract visitors who appreciate its original reporting in English on the economy and business, the political and social life of the region as well as its short summaries and analyses of reports in the local media. The Events and Resources pages have been strengthened and made more user friendly thanks to database-driven searches.

*Design: Parenti Design; Web development: b-spirit.

It's news, it's fresh,
it's for you!



genevalunch.com

COMMUNITY NEWSPAPER ONLINE
LAKE GENEVA REGION: SWITZERLAND, FRANCE

GenevaLunch is the independent online newspaper in English that has been an active force in the Lake Geneva region international community since 2006. It was created by a former regular contributor to *Time* and *Business Week* magazines who came to Geneva in 1985 to cover the historic Regan/Gorbachev summit. The attraction that the Lake Geneva region held for the young globetrotting reporter, who settled down in the area, was eventually transformed into these daily news pages, analyses of reports in the local Swiss media and indepth features and interviews on political, financial, business and social life in the region.

Demanding readers such as Andy Sundberg, founding director of American Citizens Abroad, are quick to appreciate the quality and credibility of the reporting. Says Sundberg, "I strongly encourage all those living here in Geneva to regularly consult her very good and wonderfully informative web endeavor. Bravo!"

GenevaLunch will participate in the Léman Expat Fair (Morges) 9 November and the Geneva Lift Conference, 25-27 February 2009.

About GenevaLunch

Vibrant, dynamic and focused clearly on the English-speaking international community, this free online daily newspaper for the Lake Geneva region combines a wealth of experience of local life and very high journalism standards. Its original reporting in English on the economy, finance, political and social life as well as its short summaries and analyses of reports in the local media are designed to serve as a bridge and to help individuals become better integrated into the life of the region. Its database of resources for the English-speaking community, regularly updated, a lively events calendar and professional blogs make it clear that GenevaLunch is a full-fledged member of this multicultural community. Its guides, researched and written by experienced journalists, are appreciated by newcomers to the region but also by those who have lived here for many years (Managing your finances, Winter sports, Christmas shopping, Swiss wines).

GenevaLunch, a small and independent online newspaper, is published by Zidao Communication, a digital publishing house owned by Ellen Wallace, international journalist accredited by the Swiss Foreign Affairs Department since 1985. A team of some 20 journalists, reporters and photographers contributes regularly to GenevaLunch including: Laila Rodriguez, journalist with several years experience, Catherine Nelson-Pollard, reporter, Nick Bates, sports reporter. Claire Dorey handles advertising.

For further information, feel free to contact :

Christine Métayer-Apfel

Press Contact

+41 78 77 405 95 – christinem@theteam.ch

Ellen Wallace

Editor GenevaLunch

+41 21 806 38 00 – editor@genevalunch.com