

**CYBER MEDIA**  
India's Largest Speciality Media House



**PRESS RELEASE**

**July 22, 2009**

**QUARTER ENDED JUNE 30, 2009**

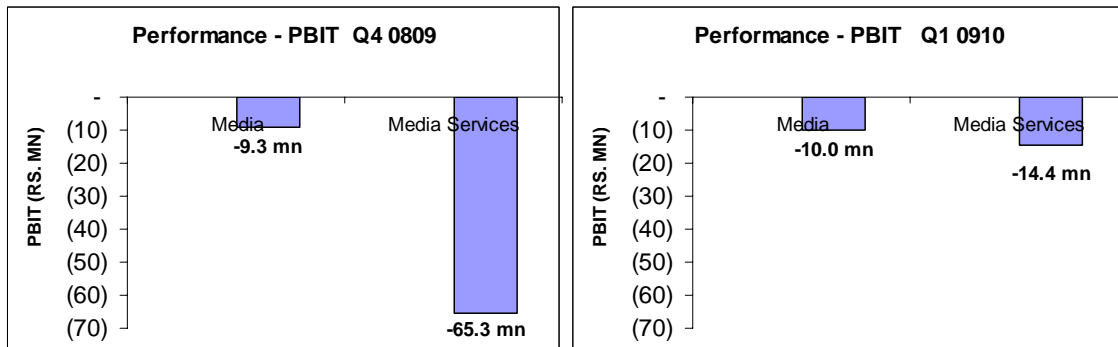
**CYBER MEDIA (INDIA) LTD. – INVESTOR RELEASE - Q1 FY'****10****Financial Highlights (Consolidated)****Q1 FY'10 Vs Q4 FY'09 – YoY**

		Amount in Rs. Million		
		Quarter Ended		Year Ended
		30.06.09	31.03.09	31.03.09
		Unaudited	Unaudited	Audited
1	Total Income	220.38	231.38	1,216.82
	Net Sales / Income from Operations	218.96	226.67	1,203.90
	Other Income	1.42	4.71	12.92
2	Total Expenditure	232.75	296.70	1,226.03
	Cost of Sales / Operations / Raw Materials	111.72	158.18	635.21
	Employee Cost	79.99	98.64	385.56
	Other Expenses	41.04	39.88	205.26
3	EBITDA	(12.37)	(65.32)	(9.21)
4	Interest	11.24	16.55	51.09
5	Depreciation & Amortization	12.04	9.19	49.50
6	Profit Before Tax (PBT)	(35.65)	(91.06)	(113.79)

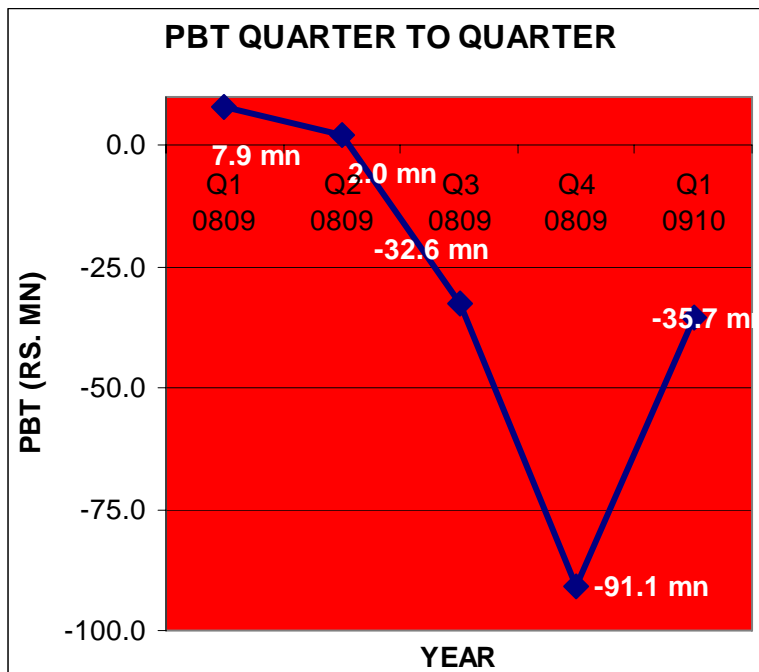
- The company had initiated measures in H2 2008-09 to address profitability concerns. The measures have started yielding results. The EBITDA for Q1 09-10 is at -12.37 mn (-65.32 mn in Q4 08-09). Thus, the EBITDA loss has reduced by Rs. 52.95 mn. This is due to stringent cost-control measures initiated by the company and organizational restructuring.
- The US recession impacted the two acquisitions made by the company in the US. Consequently, the service business profitability was impacted adversely. The content business suffered losses of \$ 0.35 mn (\$1.40 mn) in its US operations. This is an improvement by \$ 1.05 mn in the US operations.
- The slowdown in the Indian economy also affected the media business due to reduced media spends. However, the company has increased its market share.
- Other expenses include a foreign exchange loss of Rs. 1.0 mn (gain of 5.33 mn). Thus after eliminating the impact of the foreign exchange gain or loss, the other expenses are Rs. 40.04 mn (Rs.45.18 mn ).

## Segment Analysis – Q1 FY 09-10 Vs. Q4 FY 08-09

### Improvement in PBIT



### Profit Before Tax (Five Quarter Comparison)



## About Cyber Media (India) Ltd.

CyberMedia is the largest specialty media house in South Asia. It has leading media brands in the region including Dataquest, PCQuest, Voice&Data, BioSpectrum, Dare, Global Services, Living Digital, MIT's Technology Review and Halsbury's Law.

CyberMedia reaches out to a community of over 1.5 million people through publications, websites, events and TV programs. Its brands cover infotech, telecom, biotech, entrepreneurship, outsourcing, consumer electronics, and legal domains.

Its Media Services include IDC India, the leading ICT market research company in the region; and Content Matrix, USA which provides through its subsidiaries, custom publishing and content management services.

For Further information on company please visit [www.cybermedia.co.in](http://www.cybermedia.co.in)

### Forward Looking Statement

Certain statements in this document with words or phrases such as "will", "should", etc., and similar expressions or variation of these expressions or those concerning our future prospects are forward looking statements. Actual results may differ materially from those suggested by the forward looking statements due to a number of risks or uncertainties associated with the expectations. These risks and uncertainties include, but are not limited to, our ability to successfully implement our strategy and changes in government policies. The company may, from time to time, make additional written and oral forward looking statements, including statements contained in the company's filings with the stock exchanges and our reports to shareholders. The company does not undertake to update any forward-looking statements that may be made from time to time by or on behalf of the company.

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