



**NOTIFICATION OF TRANSACTIONS OF DIRECTORS, PERSONS DISCHARGING
MANAGERIAL RESPONSIBILITY OR CONNECTED PERSONS**

This form is intended for use by an issuer to make a RIS notification required by DR 3.1.4R(1).

- (1) An issuer making a notification in respect of a transaction relating to the shares or debentures of the issuer should complete boxes 1 to 16, 23 and 24.
- (2) An issuer making a notification in respect of a derivative relating to the shares of the issuer should complete boxes 1 to 4, 6, 8, 13, 14, 16, 23 and 24.
- (3) An issuer making a notification in respect of options granted to a director/person discharging managerial responsibilities should complete boxes 1 to 3 and 17 to 24.
- (4) An issuer making a notification in respect of a financial instrument relating to the shares of the issuer (other than a debenture) should complete boxes 1 to 4, 6, 8, 9, 11, 13, 14, 16, 23 and 24.

1. Name of the issuer
TRADER MEDIA EAST LIMITED
2. State whether the notification relates to (i) a transaction notified in accordance with DR 3.1.4R(1)(a); or (ii) DR 3.1.4R(1)(b) a disclosure made in accordance with section 324 (as extended by section 328) of the Companies Act 1985; or (iii) both (i) and (ii)
NOTIFICATION RELATES TO (i)
3. Name of person discharging managerial responsibilities/director
PIERRE-FRANCOIS CATTE
4. State whether notification relates to a person connected with a person discharging managerial responsibilities/director named in 3 and identify the connected person
N/A
5. Indicate whether the notification is in respect of a holding of the person referred to in 3 or 4 above or in respect of a non-beneficial interest
PERSON REFERRED TO IN 3 ABOVE
6. Description of shares (including class), debentures or derivatives or financial instruments relating to shares
REG S GLOBAL DEPOSITARY RECEIPTS ("GDRs")
7. Name of registered shareholder and, if more than one, the number of shares held by each of them
PERSON REFERRED TO IN 3 ABOVE
8. State the nature of the transaction
NON-DISCRETIONARY PURCHASE OF GDRs
9. Number of shares, debentures or financial instruments relating to shares acquired
3,000 GDRs REPRESENTING 3,000 ORDINARY SHARES
10. Percentage of issued class acquired (treasury shares of that class should not be taken into account when calculating percentage)
LESS THAN 0.01%
11. Number of shares, debentures or financial instruments relating to shares disposed
N/A
12. Percentage of issued class disposed (treasury shares of that class should not be taken into account when calculating percentage)
N/A
13. Price per share or value of transaction
US\$10.5105 PER GDR

14. Date and place of transaction
03 JANUARY 2007 – LONDON
15. Total holding following notification and total percentage holding following notification (any treasury shares should not be taken into account when calculating percentage)
13,270 GDRs REPRESENTING APPROXIMATELY 0.027%
16. Date issuer informed of transaction
03 JANUARY 2007

If a person discharging managerial responsibilities has been granted options by the issuer complete the following boxes.

17. Date of grant
N/A
18. Period during which or date on which it can be exercised
N/A
19. Total amount paid (if any) for grant of the option
N/A
20. Description of shares or debentures involved (class and number)
N/A
21. Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise
N/A
22. Total number of shares or debentures over which options held following notification
N/A
23. Any additional information
N/A
24. Name of contact and telephone number for queries
BRUNSWICK GROUP
CONTACT: PATRICK HANDLEY/ANNA JONES
TEL: +44 207 404 5959

TRADER MEDIA EAST LIMITED
CONTACT: GENERAL COUNSEL
TEL: +33 1 5334 5200

Name and signature of duly authorised officer of issuer responsible for making notification

Rhonda Friesen
General Counsel

Date of notification

03 January 2007