

SWISSMETAL Media release

Dornach, 11th April 2008

Swiss Press Council condemns unilateral coverage of the "Journal du Jura" on Swissmetal

The Swiss Press Council (www.presserat.ch) on 10th April 2008 condemned the unilateral coverage of the "Journal du Jura" on Swiss Metal.

Philippe Oudot, journalist of the "Journal du Jura," accepted serious allegations against the Swiss Metal Group and misrepresentations damaging to its reputation from a third party source without further checking them and in particular without any discussion with the company. By so doing, in the view of the Press Council he was in breach of Point 3 of the "Explanation of the Rights and Duties of Journalists". In an opinion given by the Swiss Press Council published back in October 2000, it was stated that before publication of serious allegations, the opportunity must exist to hear the viewpoint of the party or parties involved.

Swissmetal acknowledges the Press Council's decision with satisfaction. The article complained about was an example of a continuous "campaign" of biased reporting against the company by the "Journal du Jura" since 2004. From 2004 to 2007 hundreds of articles were published in the "Journal du Jura" about or against Swissmetal published in the Jura region to serious distortions in the perception of Swissmetal and its actions. The company was able to set a balanced picture only with great effort in the region and among its employees domiciled in this region.

Swiss Metal wishes to underline that the company faces up to an open, critical dialogue with media representatives. Swissmetal is happy to engage in public dialogue, even critical dialogue, with media representatives. However, in this particular case the company was obliged to defend itself against repeated major breaches of professional standards of journalism. Swissmetal welcomes in this regard the intervention of the Swiss Press Council in this concrete case.

Swissmetal produces and sells worldwide high-quality special products made of copper and copper alloys which are mainly used in the electronics, telecommunications, air travel, petroleum, automobile, stationery and watch/clock industries and in the architectural sector. In financial year 2006, Swissmetal achieved turnover of CHF 357.6 million. As at mid-March 2008, the company had 729 full time-employees. Swissmetal, with its registered office in Dornach (Switzerland) is quoted on the SWX Swiss Exchange as UMS Schweizerische Metallwerke Holding AG.

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