

PRESS STATEMENT - Brussels 02 March 2009

EDiMA fully supports Commission's approach to harmonise the way in which consumers are protected across the EU.

The European Parliament will today discuss the Commission's proposed consumer rights Directive. EDiMA, an organisation representing new media companies such as Amazon, Apple, eBay, Google, Microsoft and Nokia, fully supports the Commission's approach to harmonise the way in which consumers are protected across the EU.

"Consumer confidence is key to maintaining a vibrant cross border online market" said EDiMA President Andrew Cecil. "The establishment of a clear set of balanced EU-wide consumer rights rules will not only provide online business with the legal clarity it seeks but will also provide much-needed comfort to European consumers".

EDITORS NOTE

EDiMA, the European Digital Media Association, is an alliance of new media companies whose members include Amazon, Apple, eBay, Google, Microsoft, Music Choice, Nokia, RealNetworks, Tiscali, Yahoo! Europe, France Telecom/Orange and others. EDiMA's members provide new media platforms offering European consumers a wide range of online services, including e-content, media, E-commerce, communications and information/search services. EDiMA represents the interests of the new media sector in Europe in policymaking.

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