



MONDADORI

PRESS RELEASE

**MONDADORI: FROM TOMORROW THE WOMEN'S WEEKLY GRAZIA WILL
ALSO BE AVAILABLE IN FRANCE**

Segrate, 28 August 2009 - A new international edition of *Grazia*: Mondadori's women's weekly, will be launched tomorrow in France by Mondadori France, one of the leading consumer magazine publishers in Europe's most important market in terms of both circulation and advertising.

"The launch of *Grazia* in France is an operation of considerable significance for the Mondadori Group crowning a strategy that began more than three years ago with the acquisition of EMAP France and continued with the process of close integration and cooperation, on both management and editorial levels," declared Maurizio Costa, deputy chairman and chief executive of the Mondadori Group.

"The focusing of the portfolio of titles on segments of the market with greater growth potential," Costa underlined, "will today be enriched, thanks to the launch of *Grazia*, by a thoroughly modern and innovative magazine for the up market women's sector."

The launch of *Grazia* in France raises to thirteen the number of countries in which the Mondadori title, a symbol of elegance and the style of Made in Italy, is published. From Italy to Great Britain, taking in Russia, China, Australia, Holland, India, United Arab Emirates, Serbia, Croatia, Greece and Bulgaria: a network of international publications that in just five years has achieved an overall monthly circulation of more than 4 million copies.

Grazia France is aimed at a target that is passionate about fashion and highly conscious of what is going on in the world: the new magazine will offer its French readers an entirely new editorial mix that will include everything they absolutely need to know about the world of fashion, beauty and lifestyle, along with the most glamorous celebrity interviews, and news with a feminine touch.

And next week there will also be something new for Italian readers. In fact, on Tuesday 1 September the first issue of the French edition will be included as an exceptional supplement with *Grazia* Italia.

Mondadori has been operating in France since 2006 through Mondadori France, one of the country's leading consumer magazine publishers with more than 30 titles. *Closer*, *Science&Vie*, *Télé Star*, *Biba*, *Pleine Vie* and *Auto Plus* are just some of the leading titles of the Paris-based company which this year was rewarded at the "Magazines de l'Année", a competition organised in France by the *Syndicat de la presse magazine et d'information* (SPMI), in which the company won five prizes out of the ten categories.