



MONDADORI

PRESS RELEASE

MONDADORI FRANCE: EXCLUSIVE NEGOTIATIONS WITH SOFIMAV FOR THE SALE OF TWO SPECIALISED TITLES

Segrate, 25 June 2008 - Arnoldo Mondadori Editore S.p.A. has defined an agreement for exclusive negotiations, with the French publisher Sofimav, for the sale of the specialist titles *La Pêche et les Poissons* and *Pêche Mouche* (2007 revenues: circa €2 million). In France and in Spain Sofimav is the publisher of magazine titles in the leisure sector (*Plongée Magazine, Apnée, Balades, la pêche de la truite, la pêche des carnassiers, Sanglier Passion, Bécasse Passion, Buceadores*).

This is a continuation of the widely announced rationalisation of the Mondadori France portfolio which will increasingly focus on upscale and mass market titles.

Implementation of the negotiation agreement is subject to the completion of the consultation procedure with the works council foreseen by French legislation.

Mondadori Press Office
Tel. +39 02 75423159 - Fax +39 02 75423637
e-mail: rapportistampa@mondadori.it
www.mondadori.it