



MONDADORI

Mandatory public notification (as per CONSOB Regulation N° 11971, May 14, 1999 and subsequent modifications)

PRESS RELEASE

MONDADORI: NOTIFICATION ON SHARE BUY BACK

Segrate, 26 February 2010 - Arnoldo Mondadori Editore S.p.A. has today announced that, in the period between 22 and 26 February 2010, the company bought a total of 390,000 shares (corresponding to 0.15033% of the company's share capital) on the automated share market at an average price of € 2.74347 per share, for a total of € 1,069,954.70, in the context of the authorisation of the company's AGM, held on 29 April 2009 (previously communicated as per Art. 144 bis of Consob regulation 11971/1999), to effect share buy back operations.

The details of the operations, as conducted daily, are indicated below:

Date	N° of shares bought	Weighted average price
22/02/2010	70,000	2.77189
23/02/2010	80,000	2.74986
24/02/2010	80,000	2.72590
25/02/2010	80,000	2.73052
26/02/2010	80,000	2.74275

Following these operations and taking account of the shares already in the portfolio, Arnoldo Mondadori Editore S.p.A. now directly holds 17,850,101 of the company's shares (or 6.88051% of the share capital).

The subsidiary Mondadori International S.A. holds a further 4,517,486 shares (corresponding to 1.7413% of the share capital).

Consequently, as of today the total number of shares held now amounts to 22,367,587 (or 8.62183% of the share capital).

It should be noted that the authorisation issued by the Shareholders 2009 limits the purchase of the company's own shares to a maximum of 10% of the share capital, taking account of the shares already held in the portfolio by both the company and its subsidiaries. Given that 10% of the company's share capital amounts to 25,942,983 ordinary shares and that the company, on the date of the authorisation issued by the AGM already held, either directly or indirectly through the subsidiary Mondadori International S.A., a total of 20,097,587 shares, the Shareholders consequently authorised the eventual buy back of an additional maximum of 5,845,396 ordinary shares, corresponding to 2.253% of the share capital.

The authorisation will expire on the approval by the AGM of the company's accounts for the year to 31 December 2009.

In line with the Shareholders' authorisation, buy backs are effected on regulated markets as per art. 132 of the legislative decree of 24 February 1998 n. 58 and art. 144 bis, para. 1, B of Consob regulation 11971/99 according to operating procedures established by the regulations for the organisation and management of the markets themselves, which, does not permit the direct combination of offers to buy with predetermined offers to sell.

It should also be noted that acquisition operations has been conducted in line with the norms foreseen by the EU regulation 2273/2003; in terms of daily volumes the company did not purchase a quantity greater than 25% of the average daily volume of Mondadori shares traded on the regulated market and calculated on the basis of the average daily volume of trading of Mondadori shares in the 20 trading days prior to the dates of purchase.

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