

Mandatory public notification as per CONSOB resolution n°. 11971 of 14 May 1999 and subsequent modifications

PRESS RELEASE

**JOINT VENTURE BETWEEN MONDADORI PUBBLICITÀ AND PUBLITALIA '80
FOR THE SALE OF ONLINE ADVERTISING**

Segrate, 22 July 2009 - Mondadori Pubblicità S.p.A. and Publitalia '80 S.p.A., the advertising sales companies of the Mondadori Group and the Mediaset Group, have reached an agreement for the creation of a joint initiative for online advertising sales.

According to the terms of the agreement, the initiative will be activated through the establishment of a jointly-owned (50-50) new company that will have the concession, or sub-concessions, to sell all of the advertising space (with the exception of video) for the sites produced by the Mondadori Group, by RTI and by third-party publishers that are currently in the portfolios of either Mondadori Pubblicità or Digitalia 08.

The joint venture will also target the online advertising investments of third-party publishers with a view to aggregating and maximising the value of the advertising opportunities on offer and to reach, in the short term, a leading position in the Italian online advertising market.

Angelo Sajeve (chairman and managing director of Mondadori Pubblicità) has been appointed chairman of the newco, while the deputy chairman will be Yves Confalonieri (deputy chairman of Digitalia 08 and head of RTI Interactive Media); the managing director, appointed by both partners, will be Davide Mondo.

The new company will have its operational base at the offices of Mondadori Pubblicità, in Segrate.

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