



PRESS RELEASE

**MEDIAMOND IS THE NEW SALES COMPANY FOR ONLINE ADVERTISING
LAUNCHED BY MONDADORI PUBBLICITÀ AND PUBLITALIA '80**

Segrate, 3 November 2009 – Mediamond is the name of the new sales company for online advertising set up by Mondadori Pubblicità and Publitalia '80, announced last July.

The new jointly-owned company, with Angelo Sajeve (chairman and managing director of Mondadori Pubblicità) will be chairman and Yves Confalonieri (deputy chairman of Digitalia '08 and director of RTI Interactive Media) deputy chairman, will manage an extensive advertising pool that has been created by the union of two complementary properties including both the internet spaces of the Mondadori Group and RTI, as well as the sites of third-party publishers.

Among the objectives of the joint-venture, lead by managing director Davide Mondo, will be the creation of a strong new player able, in the short term, to reach the top of Italian online advertising, thanks to integration of the sites in the portfolio, the maximum coverage of the targets and a close attention to innovative formats and special projects.

“With Mediamond we bring to the web the assets, the professionalism and the know-how of Mondadori and Mediaset, with a structure that can exploit the multiple synergies offered by the two groups,” declared the managing director of Mediamond Davide Mondo. “By making the maximum of the identity and positioning of our products, we will also be able to guarantee to our investors,” Mondo continued, “an offer and an audience of the highest quality.”

Mediamond, that will be fully operational from January 2010, can already count on a portfolio of products that every month reaches a total of 7 million unique users with 500 million page views.

To the news portals *TgCom.it*, *SportMediaset.it* and *Panorama.it* will be added the appeal of sites aimed at specific targets, including *Focus.it*, *Moto.it*, *Finanza.com* and *Finanzaonline.com*. While news and sports areas will be sustained by Mediamond with a strong presence in the women's target with *Donnamoderna.com*, an online hub for Italian women, and *Cosmopolitan.it*.