

New opening in the heart of the city

THE NEW MONDADORI BOOKSTORE IN ROME

Milan, 20 October 2010 - Mondadori Retail has opened in Rome, in the heart of the city, a new sales outlet of the **Librerie Mondadori** chain.

The store, located in the central Piazza della Radio, close to Via Marconi, has a sales area of 800 square metres, where visitors will find an offer of more than 40,000 book titles.

This new Mondadori bookstore will also have an extensive area dedicated to children and younger readers with toys, games and a catalogue of 8,000 titles especially for them.

Alongside the offer of books will be a range of multimedia products with a DVD and Blue-Ray section, while the area called **Emporio** provides an extensive range of stationery, gifts and gadgets.

The new Piazza della Radio bookstore strengthens the Mondadori Retail network in Italy's capital city, adding to the existing stores in the Via Appia Nuova and Piazza Cola di Rienzo, and outlets in the Parco Leonardo, La Romanina and Roma Est shopping malls.

PROFILE

Address:

Piazza della Radio, 1 - Rome

Opening hours:

From Monday to Saturday from 9 am to 8 pm (On Sunday from 10 am to 2 pm and from 4 pm to 8 pm)

Area:

800 square metres

Product lines

- Books: 40,000
- Children's books: 8,000
- DVD and Blu-Ray: 5,000
- Emporio: stationery, gifts and gadgets

Customer services:

- MONDADONO Gift Vouchers
- The new loyalty card: MONDADORI CARD