

PRESS RELEASE

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

MONDADORI: AGREEMENT FOR A NEW COMPANY IN THE ONLINE GAMING SECTOR

Segrate, 7 April 2011 - As part of the development strategy of the Group's Digital area, Arnoldo Mondadori Editore S.p.A. today announced that it has reached an agreement with Fun Gaming S.r.l. (owned by the entrepreneur Marco Bassetti) to establish a new company, 70% of which will be held by Mondadori and 30% by Fun Gaming.

The business of the NewCo - which will have an initial capitalization of €1.2 million - is the provision of an online games offer consistent with the targets and communities of the Mondadori Group's editorial portfolio.

The start up of these new activities is subordinate to the granting of a public gaming licence by Amministrazione Autonoma dei Monopoli di Stato (the relevant Italian authorities) in compliance with the public bid announced in the Official Journal of the European Union of 10 March 2011 S 48-079188.

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