

PRESS RELEASE

**PRESS-DI: EXCLUSIVE DEAL WITH JOHNSONS INTERNATIONAL NEWS ITALIA
FOR THE DISTRIBUTION OF FOREIGN TITLES**

Segrate, 17 October 2011 - Press-Di, Mondadori Group company that manages newspaper and magazine distribution, has reached an exclusive agreement with Johnsons International News Italia for the import and distribution of foreign newspapers and magazines in Italy.

With this agreement Press-Di, Italy's leading distributor of magazines, will expand its business, entering a new market with great potential.

Johnsons International News Italia, which was founded in 1994, is the leading company in Italy in the export of newspapers and magazines with a client portfolio that includes 250 titles exported through 70 international distributors in more than 50 countries.

The partnership with Press-Di was announced during the 56th edition of Distripress, the international congress, currently underway in Barcelona, that brings together operators in the distribution and marketing of newspapers and magazines around the world.

Set up at the beginning of 2007 with the aim of further developing the Mondadori Group's presence in the print media distribution market, Press-Di now has a market share of around 20%.

The company offers to its publishing clients, that includes Disney, Sergio Bonelli Editore and the daily newspapers *Il Giornale*, *Libero* and *Avvenire*, management not only of the newsstand channel, but also the large-scale retail channel and subscriptions.