

**PRESS RELEASE****TU STYLE: MARIA ELENA VIOLA NEW EDITOR**

*Segrate, 18 October 2011* - From 31 October Maria Elena Viola will be the new editor of *Tu Style*.

Maria Elena Viola, 42, was born in Perugia and has a degree in modern literature. She joined Mondadori in October 1999 and was involved in new editorial projects before being appointed, in April 2008, deputy news editor of *TU*, which became *Tu Style* in 2009, after a complete overhaul of the formula.

Viola began her career at Universo, where she worked on the children's title *Magazine* and the weekly *Viversani&Belli*. After also working on a number of women's titles, including *Anna* and *Amica*, in 1997 she moved to Gruppo Editoriale Futura where she worked on the monthly *Maxim*.

The company wishes to thank Marisa Deimichei for the work she has done over the years always with great passion and professionalism.

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