

PRESS RELEASE***INMONDADORI: A UNIQUE ON AND OFFLINE BRAND
IN THE RETAIL WORLD FROM MONDADORI***

Bol.it becomes in November inMondadori.it

Segrate, 25 October 2012 – *inMondadori* is the new multi-channel ecosystem that brings together Mondadori Group's retail activities. In line with a strategy of convergence between online and offline, Mondadori has launched a project for the renovation of its network of stores across Italy and the online bookstore Bol.it, which are grouped together with all the other retail channels under the brand *inMondadori*.

InMondadori is a new structure that will integrate all points of contact, both physical and digital, with customers, engaging as they select and purchase goods and strengthening the offer. It is also based on a multi-platform logic that will gradually embrace the entire network of 600 Mondadori stores across the country and trading under the names Mondadori Multicenter and Librerie Mondadori, directly managed and franchised outlets, as well as the Bookclub and Edicolè outlets.

"We are seeing also in Italy a process of convergence between offline and online retail," said **Renato Rodenghi**, Chairman and Managing Director of Mondadori Direct. "We want to follow the customer, who is increasingly connected and mobile, from pre-to post-sales and vice versa, under the umbrella of a single strong brand. The digital challenge for a book retailer is therefore to speak to their customers in a more effective way, even on channels that are complementary to the physical, and to understand their habits and expectations," Rodenghi concluded.

InMondadori will therefore be the brand name that will appear on the network of Mondadori shops and online, on the website *inMondadori.it*, which will fully absorb in November also Bol.it. The new store, dedicated to the purchase of editorial and digital products and launched on the occasion of the arrival in Italy of the Kobo eReader series, is able to offer an innovative sales and distribution system, thanks to synergies with Mondadori's retail system. A catalogue of over 11 million products: including ebooks in 67 languages, the whole series of Kobo eReaders, books in Italian and foreign languages, school textbooks and a wide range of films, music, games, electronics and gift ideas.

InMondadori.it also makes reading suggestions and provides information and updates on all events, promotions and activities organised by the bookshops spread across Italy. It is also possible to take advantage of a host of services for customers, including "*Punto di Ritiro*" (which allows you to choose a product online and pick it up at one of the outlets, or to order in one of the Mondadori shops across Italy and have it delivered to your home) and the annual subscription "*inVia Free*" which eliminates delivery charges.