

PRESS RELEASE

MONDADORI INTERNATIONAL BUSINESS TO SELL ADVERTISING IN ITALY FOR SPAIN'S PRISA GROUP

Segrate, 7 October 2013 - From this month the sale of advertising in Italy for the titles of the Grupo Prisa, including *El País* and *AS*, will be exclusively handled by Mondadori International Business, the Mondadori Group company dedicated to international activities in the consumer magazine sector.

This operation is a further step in the company's development process: in fact, with this acquisition Mondadori International Business, which is already strong in the management of advertising sales in the Italian market for the various editions of *Grazia's Network*, will strengthen its role as an international advertising sales company also for third parties, following the inclusion in the portfolio in January 2013 of the American version of the magazine *Robb Report*.

The agreement with Prisa is in addition to the partnership, announced in July, for the launch this autumn in Spain of the magazine *Icon*, as a male lifestyle supplement to the daily *El País*.

Prisa is Spain's biggest company in media, training, culture and entertainment. With activities in 22 countries around the world, it boasts over 50 million users, thanks to a broad and diversified media offer that ranges from magazines to TV, radio and digital.

El País, launched in 1976 on the model of the French daily *Le Monde*, is currently published in three editions: one for the Spanish market, with sections dedicated to the different regions of the country, a European edition (in Spanish) and an international edition (in English).

Web: www.mondadori.it

Feed RSS: <http://www.mondadori.it/Extra/RSS-Feed>

Twitter: <https://twitter.com/mondadori>

Mondadori Press Office

+39.02.7542.3159 – pressoffice@mondadori.it