

Press Release

**RADIO SPORTIVA ADDED TO THE PORTFOLIO OF MONDADORI PUBBLICITA'**

*The advertising sales company continues to grow in the radio sector strengthening its position in the male target*

Segrate, 28 November 2013 - From 1 January 2014, national advertising sales for Radio Sportiva will be exclusively handled by Mondadori Pubblicità.

Following the recent acquisitions of Radio Subasio and Radionorba, the range of editorial products offered by Mondadori Pubblicità will expand further in male targets rounding out an increasingly complete, articulated system able to meet the communication needs of its clients. The positioning in the radio sector will now reach an overall audience of some 10 million listeners in the average day, a development that is in line with the capillary expansion that, in a few months, has added three new stations to the existing stations R101, Radio Kiss Kiss and Radio Italia solomusicaitaliana.

“The addition of Radio Sportiva confirms our strategy of selecting editorial excellence in the radio sector,” declared **Paolo Salvaderi**, general manager of **Mondadori Pubblicità**. “We believe that this station, which has a unique format in the media sector, provides a great opportunity for us to reach a sharply focused and profiled target and to offer to the market a new player to include in communication plans. We have many plans currently under examination that we are certain will give a significant boost to the station and the market,” Salvaderi concluded.

With an average daily audience 695,000 listeners, Radio Sportiva was first launched in 2010 and is a local station of national interest. It is aimed at sports fans and provides real time news and background on the Italian Serie A and B, as well as the Lega Pro football leagues, in addition to news and detailed reports about the main events of all other sports.

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