



CAIRO COMMUNICATION

Press Release

Advertising sales “La 7”

Milano, 4 March 2009 - With reference to recent articles published on Italian newspapers and referred to the three year exclusive concession contract between TIMedia and Cairo Communication for advertising sales on the La 7 television, Cairo clarifies that:

- the concession contract provides for minimum gross annual advertising revenues equal to Euro 120 millions, corresponding to annual minimum commission granted to the Broadcaster equal to Euro 84 millions Euro; such minimum gross annual advertising revenues being contractually distributed on a monthly basis, in accordance with the historical results of the periods 2003-2008;
- during year 2007 the annual advertising revenues for the channel La 7 were equal to Euro 120.5 millions and during year 2008 to Euro 112.6 millions;
- on January and February of year 2009, period in which the advertising sector has strongly feel the uncertainty due to the international financial crisis, the advertising revenues for the channel La 7 were equal to Euro 18.3 millions, in line with the results of the same period of year 2007, in which the annual advertising revenues for the channel La 7 exceeded Euro 120 millions, and in line with the contractual monthly targets for year 2009;
- on the basis of the sales order backlog as of March 2009, it is foreseeable that the contractual target for the first three months January-March of 2009, equal to Euro 30 million, will be reached.

Cairo Communication Group is a leading Italian weekly magazine publisher and advertising sales group, recognised as one of the first to have developed a multimedia sales approach, beginning with print media and expanding later into TV and the Internet.

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Investor Relations