



CAIROCOMMUNICATION

Press Release

**CAIRO EDITORE: EXPECTED REVENUE FROM THE NEW WEEKLY TELEVISION
MAGAZINE**

Milan, 2 December: Cairo Editore anticipates that the launch of the new weekly television magazine edited by Sandro Mayer announced yesterday, will generate additional revenue for the Cairo Group in the first twelve months of between €25 and 30 million, with advertising revenue of €12/13 million. The print run for the first editions will be at least 800,000 copies, with forecast launch costs of around €3 million.

About Cairo Communication

Cairo Communication Group is a leading Italian advertising sales and magazine publishing Group, recognised as one of the first to have developed a multimedia sales approach, beginning with print media and expanding later into pay and digital TV, the Internet and has recently entered the directory sector.

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