



CAIRO COMMUNICATION

Press Release

CAIRO EDITORE ENTERS THE MARKET OF WEEKLY MAGAZINES WITH THE ARRIVAL OF SANDRO MAYER.

Milan, January 8, 2004: CAIRO EDITORE, a subsidiary of CAIRO COMMUNICATION, has appointed Sandro Mayer as editor of the new weekly current events magazine. This is due to be published shortly.

Sandro Mayer is one of the most well-known and experienced manager in the Italian publishing market and he has successfully managed GENTE, one of the most popular current events magazines, for more than 20 years.

With the arrival of Sandro Mayer, CAIRO EDITORE enters the market of weekly magazines, a profitable sector, and gives a further boost to the development strategy of its publishing activity, which started during 2003 with the launch of two successful monthly magazines, FOR MEN MAGAZINE and NATURAL STYLE.

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

For more information, please contact:

Cairo Communication Investor Relations

Mario Cargnelutti, Marketing Director

tel: 39-(0)2-7481-3240 / e-mail: m.cargnelutti@cairocommunication.it