



CAIROCOMMUNICATION

PRESS RELEASE

CAIRO EDITORE IS PLEASED TO ANNOUNCE THE APPOINTMENT OF SILVANA GIACOBINI

Milan, 12 September 2005: Cairo Editore, a subsidiary of Cairo Communication, has appointed Silvana Giacobini editor of a new weekly magazine for women to be launched in the near future.

Silvana Giacobini is one of Italy's most renowned and talented editors, having spent ten successful years at the helm of "Chi", one of the best-selling current affairs magazines with a very strong appeal for advertisers. Prior to this, she was equally successful editing the women's magazine "Gioia" for almost twenty years.

The appointment of Silvana Giacobini to the Cairo Editore team is an important part of Cairo Group's strategic development of its Publishing business.

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 and the Internet. They have recently entered the telephone directory market.

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