



CAIRO COMMUNICATION

PRESS RELEASE

Editoriale Giorgio Mondadori, controlled by Cairo Communication, has hired Andrea Biavardi, a top manager with consolidated experiences, for the launch of new magazines from 2003

Milan, November 4, 2002 – Editoriale Giorgio Mondadori, controlled by Cairo Communication, has announced its plan to launch new magazines from the beginning of 2003. The future papers will be led by Andrea Biavardi, top manager who matured significant professional experiences in the publishing sector. Biavardi has edited for over three years the weekly magazine Vera leading it to record sales, the daily newspapers La Nazione and Il Giorno, founded and edited the monthly magazine Men's Health, one of the major success stories of the last years. The new magazines will place themselves in new segments compared to those already occupied by Giorgio Mondadori and will address a larger public with a target readership for each of the first two magazines of at least 120,000/150,000 copies.

In February/March 2003 there will also be the launch of the US edition of Bell'Italia, realised in partnership with a local publisher. The magazine will be two-monthly with the same format and a selection of articles from the Italian edition. Editoriale Giorgio Mondadori will mature royalties in proportion to the revenues generated by the magazine. The initiative is particularly interesting also for its possible extension to other countries.

For 2003 Cairo Communication Group aims at realising a strong growth in advertising collection on the Editoriale Giorgio Mondadori magazines. The company expects furthermore an increase in efficiency thanks to the innovation and rationalisation of publishing and organisational processes.

Cairo Communication Group is a leading publishing and advertising collection company which was among the first companies to develop a multimedia sales approach starting from the periodical press and approaching to pay and digital TV, Internet and advertising in stadiums.

For further information:

Cairo Communication

Mario Cargnelutti

Investor Relations

tel. +39 02 748.11.11

m.cargnelutti@cairocommunication.it