



## JOINT PRESS RELEASE

### **LA7 AND CAIRO COMMUNICATION: AGREEMENT SIGNED FOR SOLICITATION OF ADVERTISING STARTING IN 2003**

*Rome, 9 November 2002* – **Seat PG, through its subsidiary TV Internazionale S.p.A. (LA7), and Cairo Communication S.p.A.** have signed an exclusive three-year license contract (2003-2005) for solicitation of advertising on broadcast network La7. The objective for the agreement is an average gross yearly turnover of Euro 90 million, with a guaranteed minimum of an average yearly net turnover of Euro 45.8 million.

The contract will be renewed tacitly for an additional three-year period when the agreed objectives have been reached.

The signature of the contract marks the beginning of a partnership between the publisher and the advertising broker that will be very important for the achievement of common development objectives in terms of both advertising sales as well as the success of the network.

**La7** targets a medium/high *audience* with programming that focuses on information and on the quality of its programs and personalities, and this has led to a progressive increase in audience in 2002.

The Cairo Communication Group, which reached an overall turnover exceeding Euro 150 million, also works as a publisher with Editoriale Giorgio Mondadori and is currently the leading advertising broker in the pay-television sector. It has the exclusive license for advertising sales of the analog and digital networks of Telepiù and other theme TV channels, such as Cartoon Network, CNN and Discovery Channel and since 1998 - the year the contract was signed - it has more than tripled their advertising turnover.