



## PRESS RELEASE

### TELECOM ITALIA MEDIA AND CAIRO COMMUNICATION: SIGNED A TWO YEAR CONTRACT FOR ADVERTISING SALES ON THE LA7D DIGITAL CHANNEL

Rome, 16 April 2010

**Telecom Italia Media S.p.A** and **Cairo Communication S.p.A.** have signed a two year concession contract (2010-2011) for exclusive advertising sales on La7d, the new general content free to air digital channel for young and women, which joins the already established La7 channel, maintaining the reliability and originality of the La7 brand.

The contract foresees minimum annual gross advertising sales of €6 million for 2010 and €8 million for 2011, with an annual corresponding minimum commission guaranteed for the Broadcaster of €4.2 million for 2010 and €5.6 million for 2011. The contract will be renewed automatically for further three years upon reaching certain agreed targets.

The signing of the concession contract for La7d marks the continuation of the partnership between the Broadcaster and the Concessionaire which began in 2003 and which has led to the achievement of excellent development results both in terms of advertising sales and in terms of La7 channel's relevance.

#### **For further information:**

**Telecom Italia  
Press Office**  
+39 06 3688 2610  
[www.telecomitalia.it/media](http://www.telecomitalia.it/media)

**Cairo Communication  
Investor Relations**  
+39 02 74813280  
[m.cargnelutti@cairocommunication.it](mailto:m.cargnelutti@cairocommunication.it)

**Telecom Italia Media  
Investor Relations**  
+39 06 3558 4025  
<http://www.investor.telecomitaliamedia.it>