



PRESS RELEASE

Telecom Italia Media and Cairo Communication: new advertising sales contract signed beginning 2009

Rome, 19 November 2008 – **Telecom Italia Media S.p.A and Cairo Communication S.p.A.** have agreed a new three year exclusive concession contract (2009-2011) for advertising sales, on the La7 television station, on its digital channels and web sites, with expected minimum gross annual advertising revenues of 120 million Euro, with an annual corresponding minimum commission guaranteed for the Broadcaster of 84 million Euro. The contract will be automatically renewed for further three years upon reaching the agreed additional objectives.

The renewal of the concession contract signals the continuation of the partnership between the Broadcaster and the Concessionaire which began in 2003 and which has brought about excellent development results both in terms of advertising sales, which have almost tripled compared with 2002 values (120.5 million Euro in 2007), and in terms of La7 channel's relevance, the channels audience share grew from around 2% in 2002 to over 3% in 2008.

Telecom Italia

Media Relations

+39 06 3688 2610

<http://www.telecomitalia.it/media>

Telecom Italia Media

Investor Relations

+39 06 3558 4025

<http://www.investor.telecomitaliamedia.it>

Cairo Communication

Mario Cargnelutti

+39 02 74813240

m.cargnelutti@cairocommunication.it

Investor Relations

The press release is also available on the companies' web sites:

www.telecomitaliamedia.it and www.cairocommunication.it