



CAIROCOMMUNICATION

Press Release

CAIRO EDITORE: “DIPIU’ TV” SALES FOR THE 1ST THREE ISSUES AVERAGE 940,000.

Milan, 1 March 2005: “DIPIU’ TV”, Cairo Editore’s new weekly TV magazine edited by Sandro Mayer, has performed extremely well, recording average sales of 940,000 copies for the first three issues, with sales for the third issue reaching 980,000.

Advertising sales have also been strong. At 28 February 2005, the order portfolio relating to issues published and awaiting publication during 2005 had a total value of €3.6 million.

At 28 February 2005, the order portfolio relating to issues of “Settimanale Di Più” published and awaiting publication during 2005 had a total value of € 10 million (total revenue during 2004, beginning in March, was €11 million).

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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