



CAIROCOMMUNICATION

Press Release

“DIVA E DONNA”, ANOTHER SUCCESS FOR CAIRO EDITORE: AVERAGE SALES OF 360,000 COPIES FOR THE FIRST TWO ISSUES

Milano, 5 December 2005. The first two issues of Cairo Editore’s new weekly magazine for women edited by Silvana Giacobini, on sale since 16 November, have exceeded forecasts, recording average sales of 360,000 copies, a very satisfying performance, over expectations.

Advertising sales for “Diva e Donna” are performing well too, the order portfolio at 3 December 2005 for issues published and awaiting publication during 2005 (6 issues in total) is valued at €2.1 million.

“Diva e Donna” is the latest addition to Cairo Editore’s list of successes, following “Settimanale Di Più” (835,296 copies sold during the October 2004 – September 2005 twelve month period) and “Di Più TV” (708,484 copies sold during the February – September 2005 eight month period). These publications are part of Cairo Editore’s aggressive development strategy of their publishing business in the weekly magazine sector. Revenue at Group level of over €150 million is forecast for the 2005 calendar year from the publishing business (Cairo Editore and Editoriale Giorgio Mondadori).

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.

For more information, please contact:

Mario Cargnelutti, Investor Relations

Cairo Communication

Tel: 39-(0)2-7481-3240

e-mail: m.cargnelutti@cairocommunication.it