

**ON «QUI MEDIASET» A PREVIEW:
OF OUTTAKES OF 27 MEDIASET STARS AS THEY PREPARE
THE NEW CHRISTMAS CAMPAIGN**

Mistakes, interruptions and laughs singing "Jingle Bells"

Check out now on Qui Mediaset (www.tv.mediaset.it/quimediaset), the section of the www.mediaset.it site run by the Communications Department, the complete video of outtakes of Mediaset stars as they prepare the new Christmas campaign for Canale 5, Italia 1 and Retequattro.

A green chroma-key background. And in front of the cameras 27 lost stars who are trying to sing "Jingle bells". Mistakes, interruptions and laughs.

From this evening on Canale 5, Italia 1 and Retequattro some behind the scenes seconds will begin to be shown. On Tuesday 15 December, after the evening news, the actual spots will be shown and viewers will discover what appears in place of the chroma-key and the various manipulations that take place unknown to the stars.

Before the official launch of the spots, Qui Mediaset offers a preview of the outtakes from the rehearsals edited all together: a complete version lasting 6 minutes and 30 seconds that, for reasons of time, will never be shown on television.

Also on Qui Mediaset, from Tuesday 15 it will be possible to see a preview (and all together) of the six different 30 second spots that make up the official Christmas campaign.

Cologno Monzese, 11 December 2009