

UEFA 2012-2015 RIGHTS, MEDIASET OFFERS

CHAMPIONS LEAGUE: THE BEST GAME EVERY WEDNESDAY FREE ONLY ON MEDIASET

EUROPE LEAGUE: ALL GAMES EXCLUSIVELY ON “PREMIUM”

EUROPE SUPERCUP: ONLY ON MEDIASET

Mediaset has won exclusive rights for the 2012-2015 three year period to broadcast the best game on Wednesdays in the Champions League and all rights to the platform of the entire Europe League.

Champions League

During the 2012-2015 three year period, the best game played on Wednesdays will be broadcast exclusively on FTA. This first time ever offer has given Mediaset the right of first choice for Wednesday games, allowing viewers to see, exclusively and at no cost, one of the two games played weekly by Italian teams. Unlike at present, the match will not be broadcast on any pay TV channel. Mediaset also guarantees viewers free broadcast of the semi-final matches played by Italian teams and the final match.

Mediaset's free channels will also broadcast highlights of all goals and a synthesis of Tuesday and Wednesday matches.

Europe League

During the 2012-2015 three year period, Mediaset has won exclusive rights for the entire TV platform of all the Europe League, a competition that has added sport value due to the fact that only two Italian teams are certain to play in the Champions League. That means they will be included in various eliminations with top level Europe League clubs: the winner of the Italian Cup and, after the playoffs, the fourth and fifth ranked in the domestic championship. Additionally, Italian teams eliminated in the Champions League will also play in the Europe League. All the matches will be broadcast by Mediaset Premium and one match of each elimination will also be broadcast without cost on the free Mediaset channels.

Europe Supercup

Mediaset has been awarded exclusive rights to the Europe Supercup (played by the winners of the Champions League and the Europe League).

Mediaset is very pleased it has agreed to terms with Uefa and, to assure all Italian viewers complete access to European soccer trophies on every TV platform, remains available, in respect for Uefa directives, to discuss making agreements with interested television companies.

Cologno Monzese, December 22, 2010