



PRESS RELEASE

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**ADVERTISING: MILAN COURT  
REJECTS THE REQUESTS MADE BY SKY AGAINST MEDIASET**

The first section of the civil court of Milan issued an order on 16 February rejecting requests made by Sky against Mediaset concerning advertising.

Sky had asked the Milan court to oblige Mediaset to supply advertising spaces for the satellite broadcaster, interpreting a previous court order issued on 26 October 2009.

The Milan court rejected the request by Sky on the grounds that, among other things, an order of this kind would constitute "inadmissible interference on the part of the court in a area reserved for free negotiation between the parties concerned."

Consequently, also Sky has been obliged to take note of the fact that the courts are not the appropriate place to conduct commercial negotiations and where one party can impose on another, in the absence of a contract, unilateral requests.

Today's court order once again confirms, and in highly authoritative terms, that Mediaset always operated according to the natural logic of commercial negotiation with all of its advertising partners, Sky included.

Cologno Monzese, 17 February 2010