

**THE LAUNCH OF "NEWSMEDIASET"
A NEW TITLE EDITED BY MARIO GIORDANO**

GIOVANNI TOTI TO EDIT "STUDIO APERTO"

With the signing of a protocol of understanding with journalists' unions on Friday 5 February, the launch of "News Mediaset" can now officially proceed.

The new title, made up of some 90 journalists from the editorial staffs of Tg4, Studio Aperto and Tgcom, in addition to all the correspondents, will become an authentic internal press agency that will provide images, news and services for all of Mediaset's news structures: from TV news programmes, that will maintain their own editorial autonomy, to the new digital terrestrial channels and internet sites.

As well as offering a journalistic "service" to the Group, "News Mediaset" will also produce news and current affairs content with its own brand.

The new structure, as well as improving efficiency and creating new production synergies for the TV news programmes, will also be a test ground for the realisation of a Mediaset "All News" channel.

In this sense, in addition to existing partnerships with big global news networks such as CNN and APTN, an important agreement has just been signed with Reuters, one of the world's most important news agencies.

From Monday 22 February Mario Giordano will become the editor of "News Mediaset", leaving the post of editor of "Studio Aperto", the TV news programme of Italia 1, to Giovanni Toti, the current co-editor.

From Monday 1 March, with the transfer of both human and technological resources, the title will be fully operational.

Mauro Crippa, Mediaset's head of news and current affairs:

"With "News Mediaset" we are creating a new creative and production structure that will not only further strengthen the leadership of existing titles, but will work to expand of news coverage.

From today we will start working towards our next goal, that of an "All News" channel, entirely produced, managed and created by an Italian company. All this has been made possible by the professionalism and sense of responsibility of all the journalists at Mediaset who, by taking a longer-term view, have enthusiastically embraced the company's new ideas.

What we are launching today is an initiative that goes wholly against the grain of what other big media groups are doing, where the crisis has led to cut backs in both journalistic output and jobs."