



PRESS RELEASE

MEDIASET AND NAGRAVISION SIGN AN AGREEMENT FOR THE SUPPLY OF CONDITIONAL ACCESS TECHNOLOGY

Cologno Monzese (Italy) and Cheseaux (Switzerland), October 19, 2004

Mediaset and Nagravision today announced a strategic agreement including the supply of a Nagravision conditional access system designed to control access to pay-per-view content on Mediaset's digital terrestrial platform.

Nagravision, a Kudelski Group company, is the world's leading independent provider of open conditional access systems and value-added solutions for digital TV.

This agreement is part of Mediaset's already announced plan to develop its digital terrestrial platform by offering a number of football matches of the Italian Serie A on a pay-per-view basis. The Mediaset Group has already secured transmission rights for the national matches of eight leading Italian clubs: Milan, Inter, Juventus, Atalanta, Livorno, Roma, Sampdoria and Messina.

Trials are expected to begin in the spring of 2005 to test the business model, the technology and the audience appreciation of the pay-per-view system.

The commercial launch is expected to take place at the beginning of the 2005-2006 Calcio season in the fall of 2005.

About Mediaset

Mediaset Group (www.gruppomediaset.it) is the first commercial broadcaster in Italy and one of the major media companies at European level. The Group's main company, Mediaset Spa, is listed on the Milan Stock Exchange since July 1996.

Its three proprietary tv channels *Canale 5*, *Italia 1* and *Retequattro* are managed by RTI Spa, 100%-owned by Mediaset Spa.

The Group's revenues are mainly generated by the sale of advertising time slots on its TV channels. Advertising collection business is exclusively run by its subsidiary Publitalia '80.

Mediaset also owns a 52% controlling stake in the Telecinco Group; Spain's first largest and most profitable commercial broadcaster.

About the Kudelski Group

The Kudelski Group (www.nagra.com) is a world leader in digital security. Its technologies are used in a wide range of applications requiring access control and rights management, whether for securing transfer of information (digital television, broadband Internet, video-on-demand, interactive applications, etc.) or to control and manage access of people or vehicles to sites and events. The Kudelski Group is headquartered in Cheseaux-sur-Lausanne, Switzerland, and its stock is listed on the Swiss Market Index.

Nagravision is the world's leading independent supplier of open conditional access and integrated solutions for digital TV operators and content providers. Its technologies are currently being used by more than 100 leading operators worldwide serving over 50 million subscribers.

Contacts :

For Mediaset :

For the Kudelski Group :

Catherine Hugon

+41 21 732 01 54

Catherine.hugon@nagra.com