

PRESS RELEASE

MEDIASET S.P.A.

€300 MILLION BOND ISSUE

Following the press release issued on 15 December 2009 and in line with the resolution of the board of directors of the same date, Mediaset S.p.A. has announced that it today successfully concluded the issue of an unrated bonded loan, the company's first on the Eurobond market and open solely to qualified investors for a total nominal value of €300 million. Investors' demand for the bond was above € 1.3bn, the final book being more that 4 times oversubscribed.

The main characteristics of the bonds are as follows:

- units of €50,000 and multiples of €1000 up to €99,000;
- expiring 1 February 2017;
- a fixed gross annual coupon of 5,00 %;
- an issue price of 99,538%.

It is expected that regulations for the bonds will be established on 1 February] 2010. Bonds will be traded on the Luxembourg Stock Exchange.

The placement operation was managed by Banca IMI, BNP Paribas and Deutsche Bank, as joint lead managers.

The operation will make it possible to extend the average expiry dates of the Mediaset Group's debt.

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This Press Release is not an offer for the purchase of bonds in the United States. The bonds have not, and will not, be registered as per the United States Securities Act del 1933, as modified ("Securities Act"), or in the terms of any financial regulation in any of the states of the United States, or on behalf or to the benefit of a "U.S. person", as per the definition given by Regulation S of the Securities Act, unless within the limits of applicable exceptions, i.e., an operation not subject to registration requirements under the Securities Act.

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Stabilisation/FSA/ICMA

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Cologno Monzese, 21 January 2010

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