



PRESS RELEASE

MEDIASET ACQUIRES STAKE IN HOPA

Mediaset spa today reached an agreement with Fingruppo Holding spa, the major shareholder of Hopa spa, for the acquisition of Hopa shares corresponding to around 2.8% of the company's share capital, at a cost of EUR 96.4 million.

The average investment per share will be EUR 2.58, the equivalent of the price of new shares to be issued following a capital increase to be approved by the Board of Directors of Hopa on October 31.

Mediaset will also have the right to nominate a member of the board of the company, who will also be part of the executive committee, as well as a standing statutory auditor.

This operation, like the similar operation carried out by Fininvest Spa through its subsidiary Trefinance SA and outlined in a corporate press release, is a confirmation of the Group's policy of maintaining a strategic position in the telecoms sector, one of increasing significance in view of the move toward digital terrestrial broadcasting and the consequent interactivity and access to end users. In fact, Hopa is, both directly and indirectly, one of the leading shareholders of Olivetti-Telecom.

Under the terms of the agreement, Mediaset will also sell to Holinvest spa, a subsidiary company of Hopa spa, its stake in Olivetti (40 million ordinary shares) at a price of EUR 2.41 per share.

Cologno Monzese, 29 October 2002