

PRESS RELEASE

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**RTI-MEDUSA-TAODUE:  
A NEW MAJOR FOR ITALIAN CONTENT IS BORN**

An agreement was signed today to create a joint-venture that brings together Medusa Film (a subsidiary of Rti, a leader in Italian film production) and Taodue (controlled by Pietro Valsecchi and Camilla Nesbitt) leader in the production of quality TV drama.

The aim of the operation is to create a new production company able to exploit opportunities for growth in the content market for television and the cinema, both in Italy and abroad.

The characteristics of the agreement

The operation will involve the creation of a new company (with net assets of around €370 million) to which Rti will contribute 100% of Medusa Film and Valsecchi and Nesbitt 100% of Taodue.

The shareholders of the production company will receive in exchange a 25% stake in the new company (the remaining 75% of which will be controlled by Rti), as well as around €107 million.

The governance of the new company will be guaranteed by a board of directors comprising members nominated in proportion to the shareholders' interest.

The value of the operation for Mediaset

The creation of this new joint-venture completes the company's development project in the content area, begun by Mediaset when it joined the consortium that bought Endemol and the subsequent acquisition of the Medusa Group.

Rti's traditional leadership in TV entertainment production (broadcast on Mediaset channels and also distributed on the new platforms) was consequently reinforced, firstly by an international opening thanks to Endemol (in May 2007) and then, in July, with Medusa's strong position in film rights which are an indispensable resource for all media that distribute video content on whatever platform.

Today, thanks to the inclusion of TaoDue, the Mediaset Group also becomes leader in the area of high-quality TV drama, which in continuous expansion, at both national and international level.

Today's definition of the agreement:

- represents an important base from which to pursue the development and integration of film and TV drama production activities in Italy and around the world;
- enriches the library with products with which it is possible to manage the entire rights cycle, also by identifying new opportunities and spaces for their exploitation;
- confirms the company's intention to open up to the market and to develop also in the new media area;
- and finally, and not least important, it guarantees a direct involvement and growing commitment to the production of films and TV drama with new investments that will valorise the talents of Italian professionals and will

translate into development for the entire sector and support for the cultural value of national products.

Above all, the operation creates new value, producing the necessary critical mass in quality content which forms the basis for the launch of a new major focused on the expansion and development of Italian products, also in foreign markets.

Milan, 29 November 2007

### **Medusa Film**

*Medusa Film is the leading company of the Medusa Group. Its core business is film production (with investments in Italian cinema which amount to an average of €65 million) and the distribution of films and rights for theatrical, free-to-air, subscription-based and pay-per-view television. In the distribution sector in 2006, Medusa was in overall second place in the market and first among Italian companies, with a market share of 13.0%. In the current season, which began on 1/12/2006, Medusa is the overall leading distributor, with a market share of around 18%.*

### **Taodue Film**

*Taodue, which was founded in 1991 by Pietro Valsecchi and Camilla Nesbitt, is a leading player in the television market. Since the end of the 90s it has produced quality TV drama and has made a distinctive impression on many of the seasons on Canale 5, with successes such as "La Uno Bianca", "Ultimo", "Distretto di Polizia", "Ris", "Borsellino", "Karol", "Nassirya", "Maria Montessori", and the latest hit "Capo dei capi". Taodue produces films with a very strong link to real-life events: from news stories and historical events on which drama projects are developed which have allowed the company to distinguish itself in the Italian television market.*

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