

PRESS RELEASE

ADREANI: PUBLITALIA EXPECTS TO END 2007 WITH REVENUES UP BY +1%

Giuliano Adreani, Chief Executive of Mediaset, in an interview with the daily newspaper "Il Sole 24 Ore", announced that the advertising company Publitalia expects to close 2007 with estimated growth in gross advertising revenues of 1% compared with 2006.

Cologno Monzese, 13 December 2007

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