

PRESS RELEASE

**PROSIEBEN-SAT1:
MEDIASET'S "MANIFESTATION OF INTEREST" BASED
ON CLEAR BUSINESS LOGIC**

Early this afternoon Mediaset was officially informed that our company is not on the short list of potential buyers for the German television group ProSieben-Sat1.

Mediaset believes that its preliminary and non-binding "manifestation of interest" was balanced from an industrial point of view, so creating value for shareholders.

If other operators have expressed an interest in ProSieben-Sat1 at higher values, clearly their logic is different and incompatible with our objectives, meaning that we are automatically not interested in the operation.

Cologno Monzese, 9 November 2006

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