
PRESS RELEASE

THE FINANCIAL REBALANCING OF ENDEMOL: POSITIVE NEWS

The agreement for the restructuring of the Endemol debt put away every negative hypotheses on the company future.

The solution, announced today, guarantees an important balancing of the capital structure and does not include the sale of any asset of Endemol to third parties.

Therefore Mediaset, even without any further financial investment, remains the only industrial shareholder, while keeping open all the options regarding its future role.

Cologno Monzese, 19 January 2012