

PRESS RELEASE

**RETEQUATTRO:
EXCELLENT START FOR "VITE STRAORDINARIE"**

Giancarlo Scheri, director of Retequattro:
"With "Vite straordinarie", quality TV is the winner"

Excellent results for the start of "Vite straordinarie", by Elena Guarnieri, in the first episode broadcast yesterday evening on **Retequattro** with **2,380,000** viewers and a **9.63%** share.

Giancarlo Scheri: *"Once again, with Vite straordinarie, Retequattro has managed to combine quality with ratings success. A success that is the result of the right mix of education and entertainment. My congratulations and thanks for the professionalism of Elena Guarnieri, the editor Giuseppe Feyles, and all the team involved in the programme".*

Cologno Monzese, 6 December 2006