

PRESS RELEASE

MEDIASET PREMIUM CHRISTMAS PROMOTION: "EVERYTHING HAS GONE PERFECTLY"

With regard to today's AGI (of 18.58 on 27 December 2006) Mediaset has announced that:

"The Christmas promotion of Mediaset Premium has received an enthusiastic response from consumers.

Everything has gone perfectly and the customer services department had to intervene in only a very few cases, 0.2% of the total, where users had not correctly followed the procedure for the activation of the card, which is, in fact, outlined in great detail in the promotional material. In addition to providing customer assistance up to the completion of the operation, Mediaset has also agreed to help "distracted" customers by reimbursing the cost of eventual events acquired".

Cologno Monzese, 27 December 2006

Cologno Monzese, 27 dicembre 2006