

PRESS RELEASE

---

**EU FAILS TO SEE CLEARLY  
MEDIASET REJECTS EUROPEAN ACCUSATIONS  
AGAINST ITALIAN BROADCASTERS**

Mediaset has always respected all national and European advertising limits. The letter sent today to Italy by the European Commission refers to incorrect calculations based on an arbitrary interpretation of the Italian situation. Errors that the AgCom has already attempted to clarify in an official document forwarded to the European Commission last spring.

As regards the space given to tele-sales and auto-promotions, it is true that Italy was out of step. However, the situation has been normalised by new regulations drawn up by the AgCom, and sent some days ago to the competent EU body, and published today on the Authority's web site. As is its habit, Mediaset will also conform fully with the new regulation.

It remains nevertheless surprising that the EU has not taken account of the measures adopted by a national Authority that has the role of regulating the sector. Unfortunately, in this case, the EU has failed to see clearly.

Cologno Monzese, 11 December 2007

**Department of Corporate Communications and Image**

Tel. +39 0225149251

Fax +39 0225149286

e-mail: [ufficiostampa@mediaset.it](mailto:ufficiostampa@mediaset.it)