



PRESS RELEASE

**MASSIMO DONELLI:
"WITH CIAO DARWIN PAOLO BONOLIS HAS MADE
A SIGNIFICANT CONTRIBUTION TO THE SUCCESS OF CANALE 5
IN THE AUTUMN GUARANTEE PERIOD"**

Massimo Donelli director of Canale, with regard to the success of the last episode of Ciao Darwin, declared: " With Ciao Darwin Paolo Bonolis has made a significant contribution to the success of Canale 5 in the autumn guarantee period, holding on for eleven weeks to the leadership on Tuesday evenings. And, as if that weren't enough, with the last two episodes Bonolis allowed the channel to confirm its absolute leadership also in prime time on Saturdays. It is enough to think about this move to understand the strength of Ciao Darwin and the level of loyalty it has built up among its audience. This is firstly due to Paolo, who has put in all of his energy, and, then also to his team, from the inseparable, Luca Laurenti to Stefano Magnaghi, Bonolis' alter ego behind the scenes. Our gratitude goes to all of them, along with a round of applause from all of us at Canale 5."

Cologno Monzese, 16 December 2007