



MEDIASHOPPING: NEW AGREEMENT WITH TRADE UP AND TERASHOP

ONLINE A NEW SITE FOR ELECTRONICS
OFFERING MORE THAN 30,000 PRODUCTS
www.mediashoppingelectro.it

Thanks to a new agreement with **Gruppo Trade Up** and **Terashop**, **MediaShopping** has launched a new site entirely dedicate to the world of electronics www.mediashoppingelectro.it.

The synergies between the **Mediaset Group** company (that operates in the mail order sales sector through a multi-channel system) and two leading exponents from the sector, positions **MediaShopping** as a market leader in the e-commerce area.

The technical aspects of the operation will be managed by **Terashop** (a leading Italian company in e-commerce since Italia 1999) while, on the commercial side, **Gruppo Trade Up** (one of the leading players in the world of IT that currently generates around **EUR 200 million in sales** through framework contracts with important suppliers) and has "put together" an assortment of **30,000 products** with the support of the most important brands in the sector.

The result of this agreement is a consolidated and efficient technological platform that is easy to use, rich in information, stills and video images and with a wide-ranging catalogue of products at highly competitive prices and a series of before and after sales services.

MediaShopping Electro is not just on the web, but also runs on other platforms, for example on a rolling programme with a fixed space dedicated to the latest news from the world of electronics on **Canale DTT MediaShopping** every evening from 7 pm to 8 pm 19:00 called "TG Electro", presenting all of the very latest products and releases tailored to a target that is increasingly increased in what's new in electronics.

Entry into this segment of primary importance in e-commerce marks the decisive arrival of the **Mediaset Group** in the field and will contribute to increasing the offer available to consumers, strengthening the development of the entire sector thanks to the guarantee of an authoritative brand such as **MediaShopping** and its multi-channel positioning.

A decision supported also by encouraging figures that calculate there are around **6 million online shoppers** in Italy, compared with **around 18 million internet users** (which means that there is considerable scope for expansion), as well as a national e-commerce market estimated for 2008 at around **EUR 6 billion, an increase of more than 20%** compared with 2007. Information technology and consumer electronics, in particular, constitute the second biggest sub-group (after tourism) for online sales, with **growth over the last year of 17%** and a value of **EUR 550 million** (*from the Osservatorio B2C research by the Politecnico di Milano).

In the complex current scenario, **MediaShopping** can also point to positive results that have established, in these very days, a new record daily total sales of **EUR 225,000**. These figures certify the peak of constant and significant growth that will lead **MediaShopping** to close the month of November with an increase of **+ 67%** compared with the figure for November 2007 and **an increase of 20%** compared with the figure for 2008 .

Rodrigo Cipriani, the chief executive of MediaShopping made the following comment about the launch of the new project:

"After the agreement made in the clothing sector a month ago with Quelle, this new partnership will allow MediaShopping to add an important new element in its armoury, above all because electronic is one of the main market for e-commerce. This synergy aims to implement the development of MediaShopping.it which clearly wants to become one, or better, the number one portal for e-commerce in Italy. The commitment of MediaShopping will continue in this direction and we are already examining other agreements to be able to add music, design, jewellery and, why not, even travel to our offer".

Antonio Lembo, chief executive of Terashop:

"We are extremely satisfied to be working alongside Mediaset in the launch and development of the www.mediashoppingelectro.it site. We believe that the entry of this big company into the e-commerce sector will serve to expand the whole sector, to the advantage of Italian consumers who will have available to them a catalogue of products that is truly broad and will be accompanied by a high standard of service guaranteed by the consolidated experience of Terashop that handles thousands of order every year".

Pietro Favaro, General Manager of Gruppo Trade Up:

"The new MediaShopping Electro site is the best e-commerce offer in Italy. A quick glance is enough to understand that these results come not just from the contracts but above all from the passion and the enthusiasm that each of us have for this business.

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