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**PRESS RELEASE**

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**GIULIANO ADREANI  
ADVERTISING REVENUES OF PUBLITALIA  
IN THE FIRST NINE MONTHS**

Giuliano Adreani, chief executive of Mediaset, during a public meeting today in Milan, announced that the advertising revenues of Publitalia 80 in the first nine months of the year have recorded a fall of just over 10% compared with the same period of 2008.

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