

PRESS RELEASE

NO JOBS AT RISK: ALL THE PERSONNEL AFFECTED BY THE REORGANISATION WILL BE FULLY PROTECTED

An organisational change intended to rationalise a limited area in Mediaset has certainly been misinterpreted.

In order to restore a semblance of order, Mediaset underlines the following...

- 1) There will be no job losses.
- 2) All of those affected will have a guaranteed job and will join a specialised company in the supply of services for television that, as well as working for Mediaset, will also provide services to other leading entertainment companies.
- 3) A meeting has already been fixed for this Thursday with the unions during which we are confident that common ground for dialogue can be found in order to resolve all of the doubts of the staff concerned in terms of pay and contracts
- 4) Mediaset underlines its commitment to investing in all the activities connected with television production, an area that remains strategic for the company's future.

Finally, despite the instrumental use of the facts to distort the company's real intentions, the Mediaset Group in Italy during 2009 actually increased the number of employees.

Cologno Monzese, 11 January 2010