

PRESS RELEASE

ALL OF THE CHAMPIONS LEAGUE MATCHES ON "MEDIASET PREMIUM" UNTIL 2012

**Pier Silvio Berlusconi: « With this important agreement,
we end a 2008 of development»**

Mediaset has won the rights for all of the matches of the Champions League for the three seasons from 2009 to 2012: broadcast on "Mediaset Premium" exclusively on digital terrestrial.

From the initial knock-out rounds in August 2009 to the final, Mediaset Premium has bought the rights for all of the matches to be played on both Tuesdays and Wednesdays, the highlights with all the goals and the match summaries.

Europe's leading soccer trophy, which is already broadcast in full on "Mediaset Premium", will be guaranteed on Mediaset's digital platform until 2012 and can be watched without a satellite dish and without the need to buy other non-football content.

By choosing the "Premium Calcio" package, fans will be able to watch all of the 146 matches in the new Champions League formula, the matches of the Italian Serie A in 2009-2010 and the Premium Calcio 24 channel, on the air 24/7.

Statement by Pier Silvio Berlusconi, deputy chairman of Mediaset:

«With this important agreement with UEFA, Mediaset Premium ends a 2008 characterised by development: in just 12 months, the pay offer on digital terrestrial has been significantly enriched. Eight different offers are now available, four of which are doubles by the +1 formula, making a total of 12 different possibilities.

Films and TV series, in exclusive previews, organised in three worlds (Joi, Mya, Steel), four quality offers for children (Hiro, Disney Channel, Playhouse Disney and Cartoon Network) and Premium Calcio 24 with news, background, talk shows and matches, on the air 24/7.

The Mediaset Premium offer, the original created with pay-per-view football accessible to everyone, has been transformed into a made-to-measure television option for the whole family: complete, affordable and comprising of only quality products».

Cologno Monzese, 22 December 2008