

PRESS RELEASE

**MEDIASET: EXPECTATIONS FOR ADVERTISING SALES IN
2006 HIGHER THAN IN 2005**

Following a number press agency reports today, Mediaset announces that the first indications concerning advertising sales show results for the first half of the year in line with those for the first half of 2005.

As for forecasts for the second half, we confirm that the expectation is for a result that is higher than that for 2005.

Cologno Monzese, 3 July 2006