

PRESS RELEASE

**THE "IO CANTO" PHENOMENON
ROBERTO CENCI
RESPONDS LIVE ON VIDEO
ON THE *QUI MEDIASET* WEB SITE**

Live on 26 February 2010 from 2 to 2.30 pm

Roberto Cenci, director, author and artistic director of some of the most successful programmes on Italian TV, will respond live on video tomorrow 26 February 2010 from 2 to 2.30 pm to the questions of users of "Qui Mediaset" (<http://www.tv.mediaset.it/quimediaset/>).

In Cenci's solid career, the most recent success has been "Io Canto", wonderfully presented by Gerry Scotti on Canale 5, of which he is both director and artistic director. And in the spring 2010 season we will see him as director of the sixth series of "Ciao Darwin".

In the past he has worked for both Mediaset and Rai, on programmes such as "Buona Domenica" (nine series from 1995 to 2004), "Donna sotto le Stelle", "Natale in Vaticano", "Amici" (AKA "Saranno Famosi" of which he directed the first two series), "Campioni", "Scherzi a parte", "Ti lascio una canzone", "Chi ha incastrato Peter Pan", "Ciao Darwin", "Italia's got Talent" to mention just a few.

He has worked with Fiorello, Lorella Cuccarini, Maurizio Costanzo, Maria De Filippi, Antonella Clerici, Pupo, Paolo Bonolis, Gerry Scotti and a whole range of Italian singers, including Gigi D'Alessio, Claudio Baglioni, Biagio Antonacci, Renato Zero, for whom he has directed both live shows and videos.

"Qui Mediaset", the site run by Mediaset's Department of Communications, offers in real time, archived and catalogued press releases issued by the Mediaset Group, full video recordings of the most important press conferences featuring the stars and management of the company and exclusive clips that highlight events, rehearsals and backstage photo shoots. In the photo gallery the most popular TV stars are seen in non-official moments of their TV life. There are also interviews, comment and exclusive chat with TV managers and journalists.

Cologno Monzese, 25 February 2010