

PRESS RELEASE

MEDIASET BOARD OF DIRECTORS' MEETING 15 DECEMBER 2009

MEDIASET S.P.A. – BOND ISSUE

The Board of Directors, which met today under the chairmanship of Fedele Confalonieri, resolved to proceed with the issue of an unrated bonded loan - the company's first on the Eurobond market and aimed solely at qualified investors - before the end of 2010. The bonded loan will be for a nominal total of up to €300 million.

The definitive terms for the issue will be determined at pricing on the basis of market conditions and communicated immediately.

This operation will make it possible to extend the average expiry dates of the Mediaset Group's debt.

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Cologno Monzese, 15 December 2009

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