



PRESS RELEASE

Mediaset CEO, Giuliano Adreani, has declared in an interview to the Italian daily financial newspaper "il Sole24 Ore" - due to be published tomorrow - that thanks to the positive trend of the Italian advertising market, Publitalia advertising revenues in the first 10 months of 2003 grew about 3.5%, compared to the same period of the previous year.

As a consequence of such positive trend and according to the first indications on the remaining part of the year, Mr. Adreani is confident that Publitalia 2003 full year advertising performance might be better than the one recorded up until the end of October.

Cologno Monzese, 3rd November 2003