



PRESS RELEASE

**MEDIASHOPPING GETS EVEN CLOSER TO ITS CUSTOMERS
WITH FACEBOOK AND TWITTER**

**WITH TWO PROFILES AS BRANDED PORTALS
"SHOPPING HAS NEVER BEEN SUCH FUN"**

MediaShopping, the Mediaset Group company leader in mail order sales in Italy with thousands of selected and exclusive offers on the web and digital terrestrial is reinforcing its presence on the internet with two new profiles on Facebook and Twitter, as **Brand Portals**.

Two profiles rich in ideas, suggestion and news about products that can exploit the engagement potential of social networks to consolidate and strengthen the relationship with the target of reference. The aim is to create empathy also with a new and expanded audience, involving them in a direct and distinctive relationship.

The underlying concept of the development of the profiles is: "*Shopping has never been such fun*". The Facebook and Twitter profiles, designed to become new points of interaction with customers, offer a world of exclusive content and useful suggestions on a range of areas: fitness, homes, cooking, beauty and well-being.

MediaShopping also draws closer to its customers providing them, on its Facebook profile, with a dedicated tab for Customer Care where all of the necessary information to contact the company can be found for all eventual needs.

With a view to increasing the level of engagement by bringing MediaShopping to the attention of the huge audience of the web, Brand Portal has developed, and produced in association with Mediaset, a number of "Social Promotions": authentic tele-promotions made for the internet which, using an amusing and entertaining language, aims to achieve viral diffusion on the internet.

There is a single and clear concept behind Social Promotions: "*Buying the wrong product can cost you dear*." In fact, the video offers amusing scenes of shoppers dealing with "wrong products".

Cologno Monzese, 16 January 2012