

PROXY FORM ⁽¹⁾

for representation at the Ordinary and Extraordinary General Meeting of MEDIASET S.p.A. (the "Company"), which will be held on 19 April 2011 at first call and, if necessary, at second call on 20 April 2011, in accordance with the notice published on the Company's website and in daily newspaper "Il Sole24 Ore" on 8 March 2011 (as amended where necessary pursuant to article 126-bis, Legislative Decree no. 58/1998).

With reference to the Ordinary and Extraordinary General Meeting at first call on 19 April 2011 in via Cinelandia 5, Cologno Monzese (MI), at 10 am and, if necessary, at second call on 20 April 2011,

WITH THIS FORM

I the undersigned (name) ⁽²⁾ (surname),
born in on,
residency address Via.....
tax code.....identity document
(type)no..... (attach copy),
having taken note of the content of the Reports on the items on the agenda prepared by the directors and in my capacity as ⁽³⁾:

a Mediaset S.p.A. shareholder, being the owner of no. ordinary shares registered with account no at stockbroker
ABI..... CAB.....;

the legal representative of ⁽⁴⁾,
with head office in, tax code,
provided with the necessary authority pursuant to(attach copy),
the owner of no. ordinary shares registered under account no. at
stockbroker..... ABI..... CAB..... or of the
person to whom voting rights are assigned regarding no. ordinary shares registered under
account no..... at stockbroker..... ABI.....
CAB..... in their capacity as ⁽⁵⁾;

the person to whom voting rights are assigned regarding no. ordinary shares registered
under account no..... at stockbroker..... ABI.....

(1) All parties with a legitimate right to attend the General Meeting may grant powers of representation through written proxy pursuant to the law, by signing this proxy form to be issued to the person assigned and engaged by the legitimate principal (**to grant proxy to the Designated Representative of the Company pursuant to article 135-undecies, TUF, a different proxy form must be used as drawn up for this purpose by the company and published on its website at www.mediaset.it**).

(2) Indicate the name and surname of the principal (as it appears on the copy of the notice to attend the general meeting pursuant to article 83-sexies, Legislative Decree 58/1998) or of the legal representative of the legal entity granting proxy.

(3) Check the correct item with a cross.

CAB..... held by..... S.p.A in their capacity as
..... (5);

GRANT PROXY TO

Mr/Mrs (name) (surname), born in
..... on,
residency address,
Via....., tax code..... with the authority to be
replaced (if necessary) by Mr/Mrs (name) (surname)
....., born in..... on
....., residency address,
Via....., tax code.....
to attend and represent him/her at the General Meeting.

DATE, SIGNATURE.....,

I the undersigned also declare that voting rights (6):

- are exercised at the discretion of the proxy (7)
- are not exercised at the discretion of the proxy but according to specific voting instructions given by the undersigned principal.

DATE, SIGNATURE.....,

We remind you that pursuant to article 135-novies, Legislative Decree no. 58/1998, “*the representative may, in place of the original, present or transmit a copy of the proxy, also on electronic media, certifying on their own responsibility both that it is a true copy of the original and the identity of the principal. Representatives shall keep the original proxy on file with any voting instructions received for one year after the conclusion of the General Meeting*”.

(4) Indicate the name of the legal entity (as it appears on the copy of the notice to attend the general meeting pursuant to article 83-sexies, Legislative Decree 58/1998).

(5) Indicate the legal title (pledge, life interest, etc.) by virtue of which voting rights are assigned to a person other than the title-holder to the shares.

(6) Check the appropriate item with a cross.

(7) We remind you that pursuant to article 118, section 2, letter c) of the Regulations approved by Consob with resolution no. 11971/1999, as amended, that for the purposes of disclosure regulated by article 120, Legislative Decree no. 58, 24 February 1998, shareholdings are regarded as shares for which “voting rights are assigned by proxy, on the condition that such rights may be exercised discretionally, absent specific instructions from the principal”.

PRIVACY NOTICE

Pursuant to article 13, Legislative Decree 196/2003 – Data Protection Code (hereafter also in brief “Code”), the legal entity, natural person, entity or association to which the personal data refers is hereby provided with the information notice regarding personal data processing.

a) Purposes and methods of data processing

Personal data will be collected and processed exclusively for the purposes of verifying that the general meeting has a quorum, of ascertaining the identity and legitimate right to attend of those present, and of fulfilling the other obligations and mandatory formalities regarding general meetings and corporations.

During the general meeting, data is also processed by means of an audio and video recording system for the purposes of facilitating the preparation of the minutes of meeting. Such recordings will not be transmitted or broadcast.

All data and audio/video media will be filed together with the documents produced during the General Meeting with the Mediaset S.p.A. Corporate Affairs Office for the purposes of documenting the minutes of meeting.

Data is processed on paper and/or on electronic media pursuant to the principles established by the Code and in such a way as to protect the confidentiality of the interested party and their rights.

b) Obligatory or optional nature of data

The personal data requested for the purposes and according to the processing methods clarified above is necessary to attend the general meeting and in connection with the relative and consequent obligations arising.

c) Consequences of refusal

The failure to provide or the partial provision of personal data may entail entry being refused to the interest party and the impossibility of fulfilling legal and/or contractual obligations.

d) Parties to which personal data may be communicated or which may become aware of same

1) The personal data gathered, excluding audio/video media, may be communicated, strictly in relation to the obligations and for the purposes set forth under a), to the prescribed parties in relation to the performance of legal and/or regulatory obligations (in consideration of the fact that the company is listed on a regulated market and is therefore subject to additional information disclosure obligations).

2) Parties which may become aware of personal data are the following:

- the Data Processor and persons employed by the Corporate Affairs Office of Mediaset S.p.A.;
- ISTIFID S.p.A. as Data Processor, with head office in Milan, viale E. Jenner n. 51.

Personal data may be diffused exclusively within the limits and in relation to any obligations established by legal provision and/or regulations.

e) Rights of interested parties

Interested parties may exercise their rights at any time with regard to the Data Controller, pursuant to article 7 of the Code, or in other words the right to gain access to their own data, to request that it be modified or deleted if incomplete, erroneous or collected in breach of current legislation, as well as to object to its processing for legitimate reasons.

To exercise these rights, please apply to the Regulatory and Corporate Compliance Office - Mediaset S.p.A., viale Europa n.48 – 20093 Cologno Monzese (MI).

Applications may also be sent by registered letter, telefax or email.

f) Data Controller

The Data Controller is Mediaset S.p.A., with head office in Milan, via Paleocapa n. 3.