

With reference to the 2011 meeting calendar communicated to the market on January 12, 2011, Mediaset informs that the Analysts Presentation scheduled for July 28, 2011 will be held on **July 29, 2011.**

<p>22 March, 3,30 pm</p> <p>23 March</p>	<p>Board of Directors meeting to approve the draft 2010 financial statements</p> <p style="text-align: center;">* * * * *</p> <p style="text-align: center;">Analysts Presentation</p>
<p>19 April, 10 am (I)</p> <p><b>20 April, 10 am (II)</b></p>	<p>General Shareholders' Meeting to approve the 2010 financial statements</p>
<p>10 May, 3,30 pm</p> <p>10 May</p>	<p>Board of Directors meeting to approve the quarterly report to March 31, 2011</p> <p style="text-align: center;">* * * * *</p> <p style="text-align: center;">Analysts Presentation</p>
<p>28 July, 3,30 pm</p> <p><b>29 July</b></p>	<p>Board of Directors meeting to approve the half year report to June 30, 2011</p> <p style="text-align: center;">* * * * *</p> <p style="text-align: center;"><b>Analysts Presentation</b></p>
<p>8 November, 3,30 pm</p> <p>8 November</p>	<p>Board of Directors meeting to approve the quarterly report to September 30, 2011</p> <p style="text-align: center;">* * * * *</p> <p style="text-align: center;">Analysts Presentation</p>

Promptly notice will be given of any changes to the aforementioned information.