



PRESS RELEASE

THE CIVIL COURT OF ROME ESTABLISHES THAT THE NAME "MEDIASET.COM" CAN NOT BE USED BY A THIRD PARTY

Prohibition on the use of the name and domain "Mediaset.com" plus a fine of €1,000 penalty for each day of delay in taking action on the decision.

The ninth section of the Civil Court of Rome upheld the appeal 1193/12 made by Mediaset against the Fenicius Llc requiring it to cease use of the domain whose acquisition, as demonstrated in the appeal, "was made with the aim of achieving association with the well-known brand Mediaset."

But the episode, as is clear, does not affect only Mediaset and opens up a broader debate on the issue of copyright protection.

Our company has decided to focus its online activities on the Mediaset.it, domain, which provides access to all the group's internet content. A decision that was taken to make life easier for our users, to maintain clarity of information and to underline the Italian nature of the company.

For us, any other extension domain name linked to Mediaset has no right to exist, as we are the sole owners of copyright on the brand.

Conversely, figures have sprung up specialising in the acquisition of numerous extensions to established brands, from .com to .xxx; hundreds and hundreds of fictitious domains that the original companies should then register.

In a very few cases, there are actual homonyms that can lead to understandable disputes. However, the vast majority of these operations are the handiwork of professionals who aim to sell the domains to their rightful owners at exorbitant prices.

In this case, an immediate appeal to the courts by Mediaset has produced the desired and expected result. But the fact remains that the issue has become a veritable jungle that needs to be cleared. And legal action cannot be the right solution as it requires companies to invest intellectual and economic resources and helps to clog the civil justice system. The problem is now apparently urgent and would ask the appropriate authorities take note and to act.

Cologno Monzese, 11 April 2012