

PRESS RELEASE

**"CENTOVETRINE": MEDIASET'S EFFORTS PAY OFF,
PRODUCTION CONTINUES**

**CONTINUITY OF PRODUCTION GUARANTEED
FOR THE TURIN STUDIOS**

**On Sunday 22 there will also be a special episode
in prime time on Canale 5**

The soap opera "Centovetrine" will continue to be regularly produced at the studios in San Giusto Canavese (Turin) and be broadcast on Canale 5.

In spite of the economic crisis and the evident difficulties in the media market, Mediaset has decided to make the necessary effort to continue to support a quality product for which the audience shows its appreciation every day.

The decision by Mediaset, which doesn't produce the show directly, was not based solely on hard economic logic, which would have suggested to any TV company to continue with the show.

But thanks also to the awareness demonstrated by the artistic, technical and auxiliary staff who work on the series, who have shown a willingness to accept the minimum necessary conditions to ensure continuity at a creative factory that is crucial for the entire sector in Italy. In practice, this also means the confirmation of hundreds of jobs.

Consequently daily activities will continue on a television production that in recent weeks reached the important milestone of 2,500 episodes produced and broadcast.

And to celebrate this important result, on Sunday 22 January, Canale 5 will broadcast a special episode of "Centovetrine" in prime time that will be added to the traditional day-time appointment giving the wider evening audience a familiarity with the series.

Cologno Monzese, 20 January 2012