



PRESS RELEASE

**AUDITEL:
FROM 4 JANUARY 2010 RATINGS FIGURES FOR *PREMIUM CALCIO*
THE MEDIASET OFFER DEDICATED TO ITALIAN'S FAVOURITE SPORT**

From Sunday 3 January 2010 also *Premium Calcio* will be tracked by Auditel.

The viewing figures for the pay TV channels of the *Mediaset Premium* offer entirely dedicated to football, will consequently be published from 4 January, five years from the first pay-per-view live coverage by Mediaset's sports journalists.

The first real test will be on the sixteenth day of the Serie A championship that will be held on Wednesday 6 January.

Cologno Monzese, 28 December 2009