



TURNER BROADCASTING  
SYSTEM EUROPE LIMITED

**DIGITAL TERRESTRIAL TELEVISION:  
MEDIASET LAUNCHES THE FIRST FREE KID'S CHANNEL  
TOGETHER WITH TURNER BROADCASTING**

An agreement for the constitution of a joint venture has been signed today in Milan between Mediaset (through its subsidiary company Rti) and Turner Broadcasting, a Time Warner company, that owns some of the most world-known cartoons like "Yoghy Bear", "the Flintstones", "Scooby-Doo" and "the Powerpuff Girls".

The companies will join their efforts for the launch of a new TV channel in Italy dedicated to an audience 4 - 14: Mediaset brings along its leadership in the Italian tv market on the younger target and Turner its expertise in the creation and exploitation of TV channels and brands for kids, relying on a wide library of high quality contents.

The channel will be broadcasted free via DTT and will be launched inside next Christmas.

Milan, July 29<sup>th</sup>, 2004