

## Press Release

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### **Agreement between Juventus and the Mediaset Group Mediaset acquires TV rights for the 2007/2008 and 2008/2009 seasons**

Mediaset today announced that it has reached an agreement with Juventus Football Club, for the broadcast, across any distribution platform and for the 2007/2008 and 2008/2009 seasons, of the matches of the Italian championship, for Italy (encrypted) and the rest of the world (also free-to-air) and the television broadcast of a friendly tournament and other rights.

Mediaset reached the agreement for all broadcast technologies given that the football club preferred an overall sale rather separate agreements for different platforms.

Mediaset may sell to third parties, at market conditions, rights of use for broadcast platforms where it has no commercial interest.

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#### **Department of Communications and Media Relations**

Tel. +39 0225149579

Fax +39 0225149286

e-mail: [ufficiostampa@mediaset.it](mailto:ufficiostampa@mediaset.it)

<http://www.gruppomediaset.it>

#### **Investor Relations Department**

Tel. +39 0225147008

Fax +39 0225148535

e-mail: [ir@mediaset.it](mailto:ir@mediaset.it)

<http://www.gruppomediaset.it/investorcenter>