

PRESS RELEASE

**MEDIASET REACHES AN AGREEMENT WITH H3G FOR
THE SALE OF “MEDIASET PREMIUM”
FOOTBALL MATCHES in DVB-H TECHNOLOGY**

Mediaset has reached an agreement with H3G for the sale of “Mediaset Premium” DVB-H rights for 2006-2007 Serie A and Champions League football matches.

This agreement is in addition to the previous between Mediaset and Tim for the sale of content and cooperation in the launch of a new DVBH platform.

The new mobile TV platform will be open to all operators: also the agreement between Mediaset and H3G in terms of content is non-exclusive.

Cologno Monzese, 28 November 2005