

PRESS RELEASE

TELECINCO CONCLUDES THE CUATRO-DIGITAL PLUS OPERATION: THE MEDIASET GROUP IS NOW SPAIN'S BIGGEST TV OPERATOR

Mediaset has announced that its Spanish subsidiary Telecinco, having met the suspension conditions to which it was subjected, today acquired a 22% stake in "DTS Distribuidora de Televisión Digital SA" ("Digital+") and 100% of the share capital of "Four Television SAU" ("Sogecuatro"), holder, among other things, of the free-to-air channel "Cuatro". Specifically, Telecinco acquired 22% of "Digital+" at a cash price of €487,988,380. Moreover, Prisa contributed 100% of the share capital of Sogecuatro in exchange for 73,401,870 new Telecinco shares, which represents 18.041% of the company's share capital.

After adjustments to the price foreseen in the Telecinco/Prisa framework agreement, the number of Telecinco shares held by Prisa will fall to a total of 70,534,898, corresponding to 17.336% of the company's share capital.

This means that the Mediaset Group is now Spain's biggest television operator.

The operation which was closed today contributes to the affirmation of Italian industry in Europe and reflects the desire of Italian companies to invest in a less than brilliant economic climate as well as reinforcing the central role of generalist television also for the future.

Cologno Monzese, 28 December 2010