

PRESS RELEASE

**MEDIASET REJECTS UNFOUNDED ACCUSATIONS
FROM ITS COMPETITOR SKY**

Mediaset considers disturbing the announcement made by Sky that it intends to take legal action regarding presumed violation of competition regulations.

What is most surprising is that an operator, that in the satellite pay TV market is an absolute monopolist, should take legal action against another television company with an accusation of a violation of antitrust rules.

It should be noted that, in 2009 alone (1 January-5 September) Mediaset has already broadcast 3,107 commercials for Sky on its channels. Meanwhile Sky has always refused to broadcast on its channels any commercials for Mediaset.

Mediaset consequently rejects the unfounded accusations of its competitor and, certain that it is in the right, serenely awaits an opportunity for a judicial confrontation.

Cologno Monzese, 16 September 2009