

PRESS RELEASE

**ON THE AIR FROM FRIDAY 26 NOVEMBER
THE NEW FREE CHANNEL
“MEDIASET EXTRA”**

From 26 November a new free thematic channel "Mediaset Extra" directed by Massimo Donelli will be launched. The new channel will be dedicated to the best of the best of Mediaset channels' entertainment programmes from yesterday and today.

After "Boing", "Iris" and "La5", Mediaset reinforces its digital terrestrial offer with a channel dedicated to TV enthusiasts.

Every day the schedule will feature a selection of programmes in three different categories: the best episodes of "Colorado Café", "Zig Zelig", "Chiambretti Night", "Le Iene"...; recent cult shows that are no longer on the air ("Ciro-Il figlio di Target", "Buona la prima" di Ale e Franz, "Smetto quando voglio" di Fabio Volo...) and the best of TV from the 1980s.

"Mediaset Extra" will also offer a selection of sitcoms and unforgettable series such as "Happy Days", "Magnum P.I.", "I ragazzi della Terza C" and a range of evergreen films from the seventies, eighties and nineties.

"Mediaset Extra" has been created to guarantee viewers, 24-hour entertainment programmes that have been rewarded by audiences. A guarantee for those who love TV.

Cologno Monzese, 24 November 2010