

PRESS RELEASE

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**PIER SILVIO BERLUSCONI, FEDELE CONFALONIERI AND GIULIANO ADREANI  
HAVE CHOSEN STEFANO SALA  
AS THE NEW MANAGING DIRECTOR OF PUBLITALIA**

From 1 January 2013 Stefano Sala will take up a position at Publitalia, as commercial, working alongside the chairman and chief executive Giuliano Adreani.

The decision, which aims to promote the development and strengthening of the advertising agency, was defined by Pier Silvio Berlusconi together with Fedele Confalonieri and Giuliano Adreani

From an editorial point of view, Mediaset has already built an extensive and innovative portfolio of media ranging from large generalist channels to free and pay channels, and from the all news system Tgcom24 to the strong presence of VideoMediaset on the internet.

Now, given the radical changes taking place in the media world, Mediaset is developing the structures of Publitalia to better face the new scenario in the advertising market.

The arrival of Stefano Sala, an experienced professional with great expertise in all the markets of reference, current president and chief executive of Gruppo M Italia, the holding company of the media assets of WPP Group, is a further reinforcement of Mediaset's advertising arm, which is a rare example of Italian leadership in Europe.