

PRESS RELEASE

**MEDIASET MARATHON THE SHIPWRECK:
FIVE HOURS OF LIVE COVERAGE**

**ON RETEQUATTRO IN PRIME TIME
THE TGCOM24 SPECIAL REACHES ALMOST 9%**

**FOLLOWED ON CANALE 5
BY MATRIX LEADER IN THE LATE SLOT WITH 19%**

Great public interest for the long marathon in prime time and the late slot, with almost five hours of live coverage by Mediaset channels of the developments in the shipwreck of the Costa Concordia.

Retequattro, which in prime time until 11:46 broadcast, together with TgCom24, a special produced by Mediaset's all-news channel, attracted some 2,234,000 viewers, with a share that was close to 9%.

From 11:53, for two more hours, this extended news coverage switched to Matrix on Canale 5, with the programme presented by Alessio Vinci was the leader in the late slot with 19% share and 1,350,000 viewers.

Cologno Monzese, 20 January 2012