



PRESS RELEASE

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**“WE ARE PREPARING A VERY TASTY 2008”**

**FROM 20 DECEMBER 2007  
ON AIR THE "AUGURI MEDIASET" SPOT  
WITH THE STARS OF CANALE 5, ITALIA UNO  
AND RETEQUATTRO**

**ON WEDNESDAY 19 DECEMBER  
DURING THE EIGHT O'CLOCK NEWS TG 5  
AN EXCLUSIVE PREVIEW**

**On the eve of the new 2008 TV season**, the stars of **Canale 5, Italia Uno** and **Retequattro** are working to prepare a **very tasty 2008**: the allegory chosen by Mediaset for the new spot "Auguri Mediaset 2007"

Many of the best-known personalities have given unexpected performances, transforming themselves in committed cooks, severe waiters, pastry chefs and fumlbers... with an exceptional maitre in the shape of Raimondo Vianello who will manage to serve viewers a sumptuous final dish without any suggestion of what's going on in the kitchen. The players include: Mike Bongiorno, Gerry Scotti, Sandra Mondaini, Paolo Bonolis e Luca Laurenti, Maurizio Costanzo, Maria De Filippi, Ficarra e Picone, Silvia Toffanin, Alessia Marcuzzi, Luca e Paolo, Ilary Blasi, Vanessa Incontrada, Michelle Hunziker, Elisabetta Canalis, Barbara D'Urso, Paola Perego, Massimo Boldi, Rita Dalla Chiesa, Roberta Capua, Emanuela Folliero, Amadeus, il Mago Forest, Federica Panicucci, Edelfa Chiara Masciotta, Cacioppo, Emanuela Talenti, Davide Mengacci, soubrettes Thais and Melissa with Gabibbo, Enrico Papi, Marco Berry, Beppe Braida, il professor Trecca, Enrico Lucci, Filippo Roma, Tessa Gelisio, Rossella Brescia, Trio Medusa, le Iene: Mauro Casciari, Matteo Viviani, Andrea Pellizzari, Andrea Agresti, Pif, Giulio Golia, Edoardo Raspelli, Tommy Vee and the editors and journalists of the news and sports programmes such as Giorgio Mulè, Claudio Brachino, Toni Capuozzo, Elena Guarnieri, Ilaria Cavo, Mino Taveri, Alberto Brandi, Guido Meda, Paolo Bargiggia.

**This evening, the Auguri Mediaset spot will be given an exclusive preview during the Tg5 eight o'clock news.**

**From tomorrow the Auguri Mediaset spot will be broadcast every day, as part of the schedule of Tv programmes of the three Mediaset channels.**

The project was developed and overseen by Mirko Pajè, creative director of Mediaset's Coordination and Image department and produced by the creative agency Snacht Milano.

Cologno Monzese, 19 December 2007

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