

PRESS RELEASE

**THE CONCERT EVENT OF ADRIANO CELENTANO
AN EXAMPLE OF THE MEDIASET TELEVISION SPIRIT**

**A REAL PUBLIC SERVICE
AND A HUGE SUCCESS FOR CANALE 5**

Two evenings with results that need no comment: more than 9 million viewers, both on the first night and the second, with even an increase in the ratings for the Tuesday event.

These figures confirm the extraordinary power of Adriano Celentano and the consistency of his unique style, along with that of Canale 5. A contemporary style that is rooted in the values and feelings of all Italians.

The Celentano concert event perfectly reflects the spirit of Mediaset television, which has always focused on respecting and enhancing talent that can be expressed in absolute freedom. With absolute technical-professional reliability, and without constraints related to compatibility of any kind, whether of a political or managerial nature.

It should also be noted that the two-evening event were really free for the audience, something that should not be taken for granted, especially at a time like this.

After this further demonstration of the importance of a great generalist commercial network, even in the new changing media landscape, we want once again to thank Adriano, who has chosen to work with us and enabled us to create a memorable event and a real service to the public.

Cologno Monzese, 10 October 2012