

PRESS RELEASE

MASSIMO DONELLI
DIRECTOR OF “TV COMMUNICATION DEVELOPMENT”
GIANCARLO SCHERI DIRECTOR OF “CANALE 5”
ANTONINO ANTONUCCI HEAD OF “MEDIASET DRAMA”

As part of the ongoing reorganisation aimed at ensuring the maximum efficacy of Mediaset’s TV offer, from 1 January 2013 the following new roles have been assigned.

Massimo Donelli, journalist and the current director of Canale 5, will take on the role of director of “TV communication development” in close coordination with the Group’s department of corporate communications and image. Donelli will be responsible for the creation and development of new forms of communication for Mediaset’s television output across all media platforms.

The new director of Canale 5 will be **Giancarlo Scheri**, current head of drama at Mediaset and previously director of Retequattro.

The new head of Mediaset drama will be **Antonino Antonucci Ferrara**, currently deputy director of the department.

Mediaset wishes all the very best to Donelli, Scheri and Antonucci Ferrara in their new roles.