



Press Release

RCS (Sfera) acquires Pubblibaby

RCS MediaGroup announces that its subsidiary Sfera Editore, having obtained authorization from the Antitrust authorities, has acquired the company Pubblibaby Srl from Seat Pagine Gialle.

Pubblibaby, that specializes in one-to-one marketing targeting new mothers, had sales of €6.78 million in 2004, a growth of 10.6% over 2003. The company's offer involves three types of products/services:

- The production and distribution of multi-brand promotional kits to nursing and new mothers that include exclusive information and samples of products of companies active in the "baby" sector;
- Specialized "free press" publications that are distributed to nursing and new mothers through the first year of their child's life;
- Management of mailings and services for clients targeting the "baby" sector.

The acquisition of Pubblibaby, sold by Seat Pagine Gialle as part of the rationalisation of its portfolio of activities, will allow RCS to expand the group's presence in the area of direct marketing with an offer that could lead to a vast number of potential contacts.

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Per additional information:

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