



Press Release

Agreement between RCS MediaGroup and Hubert Burda Media

RCS MediaGroup and Hubert Burda Media inform that they have reached an agreement for a reorganization of the relationship between the two important publishing groups.

RCS MediaGroup shall purchase a 40% interest in RCS Periodici that currently belongs to the German publisher.

Burda shall buy back a 20% stake in Burda Verlag Osteuropa and a 50% stake in the joint venture Burda Rizzoli International Holding currently owned by RCS MediaGroup.

No changes are going to affect their partnership in the Milchstrasse group (Burda Rizzoli Verlagsbeteiligungen) of Hamburg.

RCS MediaGroup shall be involved in the operation with a net investment amounting to Euro 75.9 million with a surplus from the disposals equal to Euro 15.5 million, giving to the Group a significant strengthening in the Italian magazine market.

Hubert Burda Media will strengthen its position in the market of Eastern Europe, France, Turkey and Asia, and will gain more flexibility in such international expansion. The company underlines that such international expansion represents, and shall always remain, a principle in the Group's strategy.

25th June 2004