Press Release
RCS MediaGroup Board of Directors: results at 30 June 2010* approved

- **Consolidated revenue rises to EUR 1,096.6 million (vs. EUR 1,092.5 million in 1H09)**
- **Group advertising revenue rises to EUR 382 million (up 5% from EUR 363.7 million in the same period of 2009)**
- **In the second quarter, consolidated revenue up 4.7% and advertising revenue up 6.8%**
- **EBITDA before non-recurring costs/income at EUR 73 million (EUR 28.8 million in 1H09)**
- **EBITDA after non-recurring costs/income at EUR 72 million (EUR 2.2 million in the same period of 2009)**
- **Net result improves by EUR 55.3 million to EUR -9.8 million (vs. a net loss of EUR -65.1 million in 1H09); net profit of EUR 21 million in the second quarter (vs. a net loss of EUR 24.4 in the same period of 2009)**
- **Intervention Plan: total benefits of EUR 195.9 million already achieved (98% of original target)**

Milan, 28 July 2010 - At its meeting today, the Board of Directors of RCS MediaGroup, under the chairmanship of Piergaetano Marchetti, examined and unanimously approved the results at 30 June 2010. The main results for the first half of 2010 compared with those of the same period of 2009 are shown below.

Consolidated figures* (EUR million)	**1H10**	**1H09**
Consolidated Group revenue	1,096.6	1,092.5
EBITDA before non-recurring costs/income	73	28.8
EBITDA after non-recurring costs/income	72	2.2
EBIT	12.7	(54.7)
Net result	(9.8)	(65.1)

Statement of financial position* (EUR million)	**30/06/2010**	**31/12/2009**
Net financial debt	1,102.3	1,057.1

Group performance in the first half of 2010

In the second quarter of 2010, the signs that the negative trend in the macroeconomic environment was easing – first seen in 4Q09 and again in 1Q10 – continued apace, although there were still no clear indications of a trend reversal. Moreover, the economy was still beset by significant elements of uncertainty and poor visibility, accentuated by the extreme volatility of the financial market, which was, in turn, exacerbated by the recent crisis in Greece.

* Following a strategic agreement between Dada and Sony Music Entertainment, Dada Entertainment, a US company, is no longer equity accounted, but has instead been consolidated since June 2009. On 18 January 2010, the Group also acquired Poundhost, a key player in dedicated, virtual hosting services.
Alternative performance indicators:
- EBITDA refers to the operating result before depreciation, amortisation and impairment.
- Net financial position, an indicator of financial structure, is calculated as current financial debt, net of cash and equivalents, current financial assets and non-current financial assets recognised for derivatives.

The RCS Group faced these market trends, firm in the knowledge that sound decisions had been taken since the end of 2008, based on multimedia development, the strengthening of its brands, and structural cost-cutting measures.

Specifically:

Consolidated Group revenue rose by EUR 4.1 million versus 1H09 to EUR 1,096.6 million and, in particular, was up 4.7% (EUR 27.4 million) in the second quarter. **Circulation revenue** fell to EUR 566 million from EUR 591.2 million in the same period of 2009: the decline was mainly attributable to trends in the add-on products market in Italy and Spain, but was partially offset by price increases for *Corriere della Sera* and *El Mundo.es* and by healthy sales of *La Gazzetta dello Sport* at newsstands.
Group advertising revenue increased by EUR 18.3 million to EUR 382 million, due mainly to the contribution of Newspapers Italy (up EUR 13.2 million) and Newspapers Spain (up EUR 13 million), which both performed better than their markets. Conversely, advertising revenue fell for both the Dada Group (down EUR 5.5 million) and the Magazines division (down EUR 2 million). In the second quarter of the year, advertising revenue rose overall by 6.8%.
RCS Pubblicità SpA posted revenue of EUR 209.3 million. This significant growth of 5.7% compared with the same period of 2009 meant that the company outperformed the market.
Other publishing revenue was up by EUR 11 million on the first half of 2009 to EUR 148.6 million.

EBITDA before non-recurring costs and income stood at EUR 73 million, an improvement of EUR 44.2 million, thanks, in particular, to the contribution of Newspapers Italy and Newspapers Spain.

The **Intervention Plan**, implemented at the start of the severe economic crisis, generated further benefits of EUR 37.2 million in the first six months of the year. Added to the EUR 158.7 million achieved in 2009, this means that the Group has already achieved 98% of its original target (EUR 200 million).

EBITDA after non-recurring costs/income improved by EUR 69.8 million to EUR 72 million, compared with EUR 2.2 million in the same period of 2009. Non-recurring costs totalled EUR 1 million and EUR 26.6 million, respectively.

EBIT was EUR 12.7 million (EUR -54.7 million in the same period of 2009). The improvement reflects the positive developments described above and the broadly stable costs of depreciation and amortisation, and write-offs totalling EUR 11.6 million in the first half of 2010 (EUR 8.6 million in the same period of 2009), which were chiefly due to the results of impairment tests on the Dada Group.

Net financial charges totalled EUR 14.3 million (EUR 15.8 million in the first half of 2009). The decrease of EUR 1.5 million was mainly associated with the fall in interest rates on loans and payables to banks, and partially offset by interest rate risk hedging costs and a reduction in average debt.

The Group made a **net results for the period** of EUR -9.8 million, an improvement of EUR 55.3 million compared with the first half of 2009 for the reasons mentioned above. Stripping out the write-down resulting from the impairment tests of the Dada Group, the Group closed the period with a slight profit. In the second quarter, the Group returned to positive territory and posted net profit of EUR 21 million.

Net financial debt amounted to EUR 1,102.3 million compared with EUR 1,057.1 million at 31 December 2009, due mainly to technical investment and cash flows relating to the costs of the Intervention Plan. Despite seasonal factors, cash flows from ordinary operations was positive at the end of June.

The **average headcount** at 30 June was down by 294 from 6,520 in the same period of 2009, mainly due to the implementation of reorganisation plans (as yet incomplete) that involved all areas of the Group.

Comments on performance in the first half

The **Newspapers Italy** division recorded **revenue** of EUR 324.5 million (down 1.2% on the same period of 2009), despite the severe decline in revenue from add-on products. Stripping out this effect, revenue would have risen by 6.8%. **Advertising revenue** rose by 8.2% to EUR 152.6 million, and outperformed the key markets thanks to the contribution of all media, except the free press: the *Corriere della Sera* multimedia system climbed by 3.5% (with internet revenue up 37.4%), and the *La Gazzetta dello Sport* multimedia system by 22.3% (with internet revenue jumping by 90.6%). **Circulation revenue** fell from EUR 169.5 million to EUR 151.4 million, mainly due to the ongoing decline in add-on products. Excluding this effect, distribution revenue would have risen by 4.3%.
Corriere della Sera and *La Gazzetta dello Sport* retained their leading positions in their sectors as regards circulation: *Corriere della Sera* recorded an average daily circulation of 475,000 (down 14.3% due to reduced circulation in the promotional channels and a decline of 5% in sales at newsstands, despite the increase in the coverprice of the newspaper) and *La Gazzetta dello Sport* posted 321,000 (down 2.7% purely on account of reduced circulation in the promotional channels, while sales at newsstands increased by 4.1%).
Measures to strengthen the two publishing systems and to expand digital activities are continuing. In the first half of 2010, all indicators of traffic and readership on the internet sites recorded continuous and significant growth, achieving 25.3 million average monthly unique users on the media relating to the Newspapers Italy division (up 36%). The websites of *corriere.it* and *gazzetta.it* recorded average daily unique users on weekdays of 1.6 million (up 25%) and 954,000 (up 27%) respectively. 19,600 subscriptions to the two newspapers via smartphones were acquired and 348,000 iPhone applications were downloaded over the six-month period. The Group further strengthened its presence on new media when it introduced iPad applications for both newspapers on 28 May.
EBITDA, which includes non recurring income of EUR 2.2 million (the combined total of non-recurring costs/income), increased to EUR 56.2 million, from EUR 17.3 million (including non-recurring costs of EUR 10.5 million) in the same quarter of 2009, thanks to higher advertising revenue, healthy circulation revenue and measures that generated benefits of EUR 14.4 million.

In Spain, **Unidad Editorial** posted **revenue** of EUR 272.1 million, an increase of 4.1% on the EUR 261.4 million in the first half of 2009. **Advertising revenue,** totalling EUR 113.2 million, rose by 13% (outperforming the markets), chiefly due to the excellent results of Newspapers (up 6.6%, with *Marca* rising by 27.1%), online advertising (up 19.1%) and the *Veo 7* channel, which increased more than sevenfold. In the second quarter, advertising revenue rose by 20%. **Circulation revenue,** at EUR 133.1 million, fell by 4%, due mainly to fewer launches of add-on products; excluding this effect, revenue would have risen by 2.3% compared with the first half of 2009.
El Mundo confirmed its position as Spain's second-largest daily, with a circulation of 298,000 average daily copies (down 4.8%). The average circulation of leading sports daily *Marca* was 267,000 copies (down 4.7%) (source: OJD).
Websites continued to record excellent performances: *elmundo.es* – further strengthening its global leadership in Spanish language news websites, partly thanks to the launch of *elmundo.es/America* and *Orbyt* – achieved an average of 25.2 million monthly unique users (up 25%); *marca.com* confirmed its position as leader in the sports segment, with an average of 26.9 million monthly unique users, and *expansión.com* – leader in financial news – posted an average of 2.6 million monthly unique users (up 38%).
EBITDA was positive at EUR 14.9 million compared with a negative figure of EUR 6.6 million in the first half of 2009. On a like-for-like basis, i.e. stripping out non-recurring costs, **EBITDA** would have been EUR 16.6 million, an improvement of 14.2 million versus the same period of last year as a result of the above-mentioned performances and the continuation of efficiency measures, which led to benefits of EUR 15.5 million after absorbing the costs of launching new internet projects, including *Orbyt*.

Total **revenue** in the **Books** division rose from EUR 255.9 million to EUR 257 million: the EUR 1.1 million increase was due to good performances in all areas except Italian fiction/non-fiction. The titles released included the highly successful debut novel by Silvia Avallone, *Acciaio* (Rizzoli), *Non esiste saggezza* by Gianrico Carofiglio and *Amore* by Paulo Coelho (Bompiani). Flammarion also performed well (up 8.9%), thanks to the success of titles such as *Katiba* by Jean-Christophe Rufin and *Le conflit* by Elisabeth Badinter.
EBITDA was negative at EUR 1 million due to seasonal factors, but improved by EUR 2.6 million compared to the first half of 2009. The figure includes benefits of EUR 1.8 million generated by efficiency measures. The increase in EBITDA would be EUR 3.4 million before non-recurring costs/income.

Total **revenue** in the **Magazines** division declined from EUR 121.7 million to EUR 115.8 million: **circulation revenue** was down EUR 2 million, due to lower circulation figures. **Advertising revenue** declined 3.4%, but nevertheless outperformed the market, which is still experiencing severe structural and other difficulties.
In the first six months of 2010, the Group's magazines experienced a decline in circulation despite the good performance of certain weekly magazines. The multimedia system publications for women saw the positive results of *Amica* and *Io Donna*, and growth of *Leiweb.it*, with over 1.8 million unique users (up 117%). The home furnishings multimedia system reported steady newsstand circulation figures and *Atcasa.it* confirmed its position as the leader in its reference segment. The family multimedia system experienced positive growth at newsstands for the weekly publication *Oggi*, but other titles continued to struggle. The children's multimedia system – the sector leader – recorded an improvement on the previous year, partly thanks to the contribution of its digital range of products. Figures for the lifestyle sector, where the Group confirmed its leadership position, remained steady, while multimedia system publications for men showed a decline in circulation as a result of a reduction in the number of promotional copies.
EBITDA was still negative at EUR 1.4 million (negative at EUR 3.5 million in the same period of 2009), despite the impact of efficiency measures, which generated benefits of EUR 1.3 million in the six-month period, and the Group's constant focus on costs, which led to the absorption of less revenue.

The **Television** division **(Digicast)** recorded **revenue** of EUR 13.3 million, compared with EUR 14 million for the same period of 2009. Advertising revenue rose by 5.9% as a result of the excellent performance of the channels *Lei* and *Dove TV*.
EBITDA decreased from EUR 5.4 million to EUR 5.2 million.

The **Dada Group** posted **revenue** of EUR 77 million compared with EUR 76.3 million in the first half of 2009; on a like-for-like basis, revenue fell by 14%. **EBITDA** fell by 27.7% (down 23.4% on a like-for-like basis) to EUR 6.8 million from EUR 9.4 million in the first half of 2009, primarily due to the start-up costs of new online gaming services and to the decline in the revenue of Dada.net, which was partly caused by the downturn in the mobile business. Goodwill for the Dada Group was written down by EUR 10.1 million following impairment tests carried out by the RCS Group.

Main events after the end of the half year

• 2 July 2010: completion of the purchase of the industrial complex in Pessano con Bornago (previously held under lease) constituting the main printing facility for *Corriere della Sera* and *La Gazzetta dello Sport*, for a total price of EUR 16.4 million.

• 21 July 2010: an agreement has been signed to amend the existing agreements in relation to the exercise period for the put & call option rights held by the subsidiary RCS International Books BV and the remaining shareholders of Editions d'Art Albert Skira SA on 12% of the share capital of the latter, which is a subsidiary of the Skira publishing group. The original exercise period, which ran from 1 April to 31 July 2010, has been deferred for two years. All other aspects of the existing agreements remain unchanged.

• Alessandro Bompieri will be proposed as the new CEO of RCS Libri. Teresa Cremisi will continue in the role of Vice-Chairman and will assume responsibility for co-ordinating publishing activities.

Outlook

The continuing lack of visibility regarding future macroeconomic trends and the inevitable impact that these trends will have on the sectors and countries in which the Group operates make it difficult to forecast the Group's performance.

In the first half of 2010 the Group's revenue grew for the first time since the start of the crisis, with some business segments reporting increases above the forecasts.

Advertising – the activity that presented the greatest issues, since it is closely linked to the development of the economic cycle and can affect the Group's performance in Italy and Spain – is showing signs of improvement, although it is still possible to buy advertising space in ways that are similar to the last-minute model.

Traditional publishing products, which are undergoing a transformation and increasingly being integrated into digital communication systems, limited their losses, which were broadly in line with forecasts, but were nevertheless affected by economic developments in the key markets for add-on products.

The Dada Group experienced a drop in revenue and EBITDA as a result of higher expenses relating to new product launches, as well as a change in the wider scenario in certain markets within the area of operations of Dada.net.

The financial benefits deriving from the low level of interest rates are likely to continue throughout the second half of the year.

The three-year plan currently being drawn up will also focus on strengthening the product portfolio, with a particular emphasis on the Group's financial position, but will not rule out an assessment of revisions to the basis of consolidation of the Group (or of individual segments) in line with market trends and in relation to non-core activities, also taking into account the future outlook for each sector.

Although aware of the risks associated with macroeconomic changes, RCS MediaGroup confirms the forecasts released at the end of 2009 and regards 2010 as an important year of transition. Barring unforeseen events, it is expected that the results for the current year will be significantly better than those for 2009, and that these will be supported by the impact of the structural measures implemented in 2009 and the continuation in 2010 of rigorous cost-containment measures, consistently accompanied by investment in the Group's multimedia activities and the quality of its products.

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Riccardo Stilli, the director responsible for drawing up the company's accounting statements, hereby declares, pursuant to article 154-bis, paragraph 2 of the Testo Unico della Finanza law, that the information contained in this press release accurately represents the figures contained in the Group's accounting records.

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The half-year financial statements at 30 June 2010 will be made available to the public at the company's registered office and Borsa Italiana SpA, as well as on the company's website www.rcsmediagroup.it, in accordance with the deadlines required by law.

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RCS MediaGroup – Reclassified consolidated income statement

(EUR million)	30 June 2010 (5) A	%	30 June 2009 (5) B	%	Difference A-B
Revenue	**1,096.6**	**100.0**	**1,092.5**	**100.0**	**4.1**
Circulation revenue	*566.0*	*51.6*	*591.2*	*54.1*	*(25.2)*
Advertising revenue (1)	*382.0*	*34.8*	*363.7*	*33.3*	*18.3*
Other publishing revenue (2)	*148.6*	*13.6*	*137.6*	*12.6*	*11.0*
Operating expenses	*(779.6)*	*(71.1)*	*(796.4)*	*(72.9)*	*16.8*
Personnel expense	*(230.7)*	*(21.0)*	*(271.1)*	*(24.8)*	*40.4*
Impairment losses on receivables	*(9.9)*	*(0.9)*	*(9.8)*	*(0.9)*	*(0.1)*
Increases in provisions for risks	*(4.4)*	*(0.4)*	*(13.0)*	*(1.2)*	*8.6*
EBITDA (3)	**72.0**	**6.6**	**2.2**	**0.2**	**69.8**
Amortisation of intangible assets	*(27.6)*	*(2.5)*	*(28.2)*	*(2.6)*	*0.6*
Depreciation of property, plant and equipment	*(20.1)*	*(1.8)*	*(20.1)*	*(1.8)*	*0.0*
Impairment losses on non-current assets	*(11.6)*	*(1.1)*	*(8.6)*	*(0.8)*	*(3.0)*
Operating profit (loss)	**12.7**	**1.2**	**(54.7)**	**(5.0)**	**67.4**
Net financial expense	*(14.3)*	*(1.3)*	*(15.8)*	*(1.4)*	*1.5*
Net gains from financial assets/liabilities	*5.3*	*0.5*	*0.0*	*0.0*	*5.3*
Share of profits (losses) of equity-accounted investees	*2.8*	*0.3*	*(4.2)*	*(0.4)*	*7.0*
Profit (loss) before tax	**6.5**	**0.6**	**(74.7)**	**(6.8)**	**81.2**
Income taxes	*(14.3)*	*(1.3)*	*14.4*	*1.3*	*(28.7)*
Profit (loss) from continuing operations	**(7.8)**	**(0.7)**	**(60.3)**	**(5.5)**	**52.5**
Profit (loss) from assets held for sale and discontinued operations (4)	*0.0*	*0.0*	*(5.9)*	*(0.5)*	*5.9*
Profit (loss) for the year	**(7.8)**	**(0.7)**	**(66.2)**	**(6.1)**	**58.4**
(Profit) loss attributable to non-controlling interests	*(2.0)*	*(0.2)*	*1.1*	*0.1*	*(3.1)*
(Profit) loss attributable to owners of the parent	**(9.8)**	**(0.9)**	**(65.1)**	**(6.0)**	**55.3**

(1) Advertising revenue in 1H10 comprises EUR 208 million earned through the Group's concessionaire RCS Pubblicità (of which EUR 152.3 million by Newspapers Italy, EUR 51 million by Magazines and EUR 4.7 million by selling the space of other publishers) and EUR 174 million earned directly by the Group's publishers (of which EUR 112.5 million by Newspapers Spain, EUR 22.4 million by Newspapers Italy, EUR 15.7 million by Blei, EUR 13 million by Magazines, EUR 9.8 million by Dada and EUR 1.8 million by Digicast, less EUR 1.2 million in intragroup eliminations).

Advertising revenue in 1H09 comprises EUR 197.2 million earned through the Group's concessionaire RCS Pubblicità (of which EUR 140.1 million by Newspapers Italy, EUR 52 million by Magazines and EUR 5.1 million by selling the space of other publishers) and EUR 166.5 million earned directly by the Group's publishers (of which EUR 99.5 million by Newspapers Spain, EUR 21.4 million by Newspapers Italy, EUR 15.8 million by Blei, EUR 15.3 million by Dada, EUR 14.1 million by Magazines and EUR 1.7 million by Digicast, less EUR 1.3 million in intragroup eliminations).

(2) Other publishing revenue mainly refers to the revenue of the Dada Group, revenue from the sale of film rights by Unidad Editorial, revenue from Digicast's television activities, royalty revenue from third parties, revenue associated with sporting events in Italy and Spain, and revenue from the sale of customer lists and children's boxed sets by companies in the Sfera Group.

(3) Earnings before interest, tax, depreciation, amortisation and impairment.

(4) At 30 June, this refers to the Unidad Editorial Group's printing activities and the activities of the subsidiary La Coccinella.

(5) Following a strategic agreement between Dada and Sony Music Entertainment, Dada Entertainment, a US company, is no longer equity accounted, but has instead been consolidated since June 2009. On 18 January 2010, the Group also acquired Poundhost, a key player in dedicated, virtual hosting services. In 1H10, these transactions had an impact of EUR 11.2 million on revenue and EUR 1.9 million on EBITDA.

RCS MediaGroup – Reclassified consolidated statement of financial position

(EUR million)	30 June 2010	%	31 December 2009	%
Intangible assets	1,615.8	74.6	1,620.0	75.7
Property, plant and equipment	361.9	16.7	375.0	17.5
Investment property	1.0	0.0	1.0	0.0
Non-current financial assets	353.9	16.3	361.4	16.9
Non-current assets	**2,332.6**	**107.6**	**2,357.4**	**110.1**
Inventories	174.6	8.1	170.7	8.0
Trade receivables	683.1	31.5	674.8	31.5
Trade payables	(613.6)	(28.3)	(652.4)	(30.5)
Other assets/liabilities	(93.7)	(4.3)	(73.5)	(3.4)
Working capital	**150.4**	**6.9**	**119.6**	**5.6**
Provisions for risks and charges	(93.1)	(4.3)	(110.5)	(5.2)
Deferred tax liabilities	(146.0)	(6.7)	(147.0)	(6.9)
Employee benefits	(76.6)	(3.5)	(78.8)	(3.7)
Net capital employed	**2,167.3**	**100.0**	**2,140.7**	**100.0**
Equity	**1,065.0**	**49.1**	**1,083.6**	**50.6**
Non-current financial liabilities	929.3	42.9	992.2	46.3
Current financial liabilities	251.5	11.6	142.9	6.7
Non-current financial assets recognised for derivatives	(1.7)	(0.1)	(3.7)	(0.2)
Cash and cash equivalents and current financial assets	(76.8)	(3.5)	(74.3)	(3.5)
Net financial debt (1)	**1,102.3**	**50.9**	**1,057.1**	**49.4**
Total sources of funding	**2,167.3**	**100.0**	**2,140.7**	**100.0**

(1) Indicator of financial structure, calculated as current and non-current financial liabilities, less cash and equivalents, current financial assets and non-current financial assets recognised for derivatives. Net financial position as defined by Consob in its Communication DEM/6064293 dated 28 July 2006 excludes non-current financial assets and is therefore equal to EUR 1,104 million (EUR 1,060.8 million at 31 December 2009).

RCS MediaGroup - breakdown of revenue by business

(EUR million)	Figures at 30 June 2010					Figures at 30 June 2009				
	Revenue	**EBITDA**	**% of revenue**	**EBIT**	**% of revenue**	**Revenue**	**EBITDA**	**% of revenue**	**EBIT**	**% of revenue**
Newspapers Italy (1) (2)	324.5	56.2	17.3%	46.7	14.4%	328.4	17.3	5.3%	2.8	0.9%
Newspapers Spain	272.1	14.9	5.5%	0.8	0.3%	261.4	(6.6)	(2.5)%	(19.8)	(7.6)%
Books	257.0	(1.0)	(0.4)%	(4.6)	(1.8)%	255.9	(3.6)	(1.4)%	(10.0)	(3.9)%
Magazines	115.8	(1.4)	(1.2)%	(2.1)	(1.8)%	121.7	(3.5)	(2.9)%	(4.3)	(3.5)%
Advertising (2)	225.1	(3.1)	(1.4)%	(4.0)	(1.8)%	214.5	(4.1)	(1.9)%	(4.6)	(2.1)%
Dada (1)	77.0	6.8	8.8%	(9.7)	(12.6)%	76.3	9.4	12.3%	4.0	5.2%
Television	13.3	5.2	39.1%	0.4	3.0%	14.0	5.4	38.6%	(0.4)	(2.9)%
Corporate	27.0	(5.5)	(20.4)%	(14.8)	n.a.	31.0	(10.8)	(34.8)%	(21.1)	n.a.
Other and eliminations	(215.2)	(0.1)	n.a.	0.0	n.a.	(210.7)	(1.3)	n.a.	(1.3)	n.a.
Consolidated	**1,096.6**	**72.0**	**6.6%**	**12.7**	**1.2%**	**1,092.5**	**2.2**	**0.2%**	**(54.7)**	**-5.0%**
Assets held for sale and discontinued operations (3)						13.4	3.4		(4.7)	
Other and eliminations						(0.2)				
Total	**1,096.6**	**72.0**	**6.6%**	**12.7**	**1.2%**	**1,105.7**	**5.6**	**0.5%**	**(59.4)**	**-5.4%**

(1) Following a strategic agreement between Dada and Sony Music Entertainment, Dada Entertainment, a US company, is no longer equity accounted, but has instead been consolidated since June 2009. On 18 January 2010, the Group also acquired Poundhost, a key player in dedicated, virtual hosting services. In 1H10, these transactions had an impact of EUR 11.2 million on revenue and EUR 2.1 million on EBITDA. On 12 October 2009, RCS Digital sold its subsidiary Fueps to Dada, so the income statement relating to Fueps is consolidated in Newspapers Italy for the first half of 2009, with revenue of EUR 0.2 million and EBITDA of EUR -0.6 million. In the first half of 2010, the income statement relating to Fueps is consolidated in Dada, with revenue of EUR 0.2 million and EBITDA of EUR -2.5 million. At 30 June 2010, Dada's EBIT includes consolidated goodwill write-downs of EUR 10.1 million reported following the execution of an impairment test, but does not include the goodwill write-downs on Fueps of EUR 1.2 million contained in the half-year results of the Dada Group as the majority of the goodwill results from an intragroup transaction.
(2) EBITDA and EBIT recorded by the Advertising division at 30 June 2009 include a EUR 1.4 million capital gain from the transfer of the Classified divisions to Newspapers Italy. The intragroup elimination of the capital gain is included under other and eliminations.
(3) Refers to the Unidad Editorial Group's printing activities and the activities of the subsidiary La Coccinella.