

Press Release

***Corriere Fiorentino* in newsstands from Tuesday 26 February**

*Corriere della Sera* readers in Florence have something to look forward to on Tuesday 26 February, when the *Corriere Fiorentino* is launched. The new daily will be available from newsstands together with *Corriere della Sera* at no additional cost. This is the latest move in the strategy adopted over ten years ago by RCS Quotidiani with the aim of firmly entrenching the *Corriere* in Italy's local regions.

Following *Corriere del Mezzogiorno* in Campania and Puglia, *Corriere del Veneto*, *Corriere di Verona*, *Corriere del Trentino*, *Corriere dell'Alto Adige* and *Corriere di Bologna*, now it's the turn of Florence, a city that features prominently in Italian and international affairs, with its historical tradition that has enabled it to play a frequent role of primary importance on political, economic and cultural scenes.

Every day, *Corriere Fiorentino* will cover all aspects of life in Florence and in the surrounding region, with news reports, discussions and analysis, and including coverage of news in Tuscany as well.

The new daily, in full colour and with a minimum of 16 pages, will be headed up by Paolo Ermini (54), a native of Florence who has worked with *Corriere della Sera* for 16 years, becoming co-director in 2003. With him Eugenio Tassini, vice director, Francesco Matteini, editor-in-chief, and a team of experienced journalists. Editorialists and opinion leaders will contribute to a free exchange of views and ideas on affairs of current interest and also on the city's future development.

*Corriere Fiorentino* will be on sale seven days a week. The Monday edition (8 pages) will be entirely dedicated to sport with a focus on the Fiorentina team: a prominent team in Italian football and also a historically very important symbol of the city, loved by Florentines - football fans and otherwise. In recognition of this, the Monday edition of the newspaper will be purple like the team's home playing colour.

The printed newspaper will be accompanied by an online edition, *CorriereFiorentino.it*, which will provide news in real time, services and extra features of interest. The web site will have forums, blogs by famous names and events listings plus lots of useful local information, from cinema show times to public transport timetables.

*Corriere Fiorentino* will be published by Editoriale Fiorentina Srl. Following the successful formula used by RCS Quotidiani for all the local newspapers sold with *Corriere della Sera*, the share capital of the company has been opened up to a group of leading business owners active in the Florentine area. Joint shares of the 49.9% of the company's capital are in fact held by: Mr. Alvaro Baglioni, chairman of La Fortezza group, Karat (Basilichi family), Fingen (Fratini family), Giunti Editore, KME Italy, Targetti (Pecci family), Sankey (Antinori family) and Toscofin (Cangioli family). The Chairman of the company is Sergio Giunti, and the CEO is Federico Costa.

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