



## Press Release

### **RCS MediaGroup's Board of Directors unanimously approves the guidelines of a Plan for further growth in digital revenues**

*Milan, 15 October 2008* – The Board of Directors of RCS MediaGroup, which met today under the chairmanship of Piergaetano Marchetti, has unanimously expressed its positive opinion of the guidelines of a Plan to develop the Group's businesses and digital revenues.

Circulation and advertising revenues in the media sector are falling, while the digital business – a natural progression for the traditional publishing sector – is witnessing sharp growth in audiences and revenues. In this scenario, RCS MediaGroup has set out the guidelines of a Plan which will **involve all the Group's divisions** and which aims to boost revenue growth on the digital market, while **preserving and developing the value of the Group's traditional brands**. **Four strategic growth areas have been identified** for RCS MediaGroup's digital activities: **publishing, classified, non-editorial content (music, etc.) and advertising platforms**.

The impact of the Plan – which will see the Group **invest in skills, marketing and technology platforms** – on the 2009 budget and the current Industrial Plan will be presented for examination by the Board of Directors at its meeting in December.

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