



## **PRESS RELEASE**

*RCS MediaGroup commences a tender offer for all the outstanding Fila Holding shares*

RCS MediaGroup S.p.A. informed today that it has commenced the already announced cash tender offer to purchase 8.6 million Shares/ADSs (American Depositary Shares) of Fila Holding S.p.A.(Fila Holding), in which it already has an interest amounting to 91.1%, not already owned by RCS MediaGroup and represented almost entirely ADSs, for a price of US\$ 1.12 per Share/ADS.

The offer that, unless extended, is scheduled to expire on Friday, September 5, 2003, aims at withdrawing all Fila Holding ADSs from the quotation on the New York Stock Exchange and shall evolve, as far as these last are concerned, through a tender offer to be launched in the United States of America.

Milan, July 28<sup>th</sup> 2003

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