



## **PRESS RELEASE**

*RCS Diffusione was born as the new joint-venture for the distribution of publishing and non-publishing products*

Today RCS MediaGroup, De Agostini and Hachette Rusconi have carried out the agreement, reached on December 5<sup>th</sup>, 2002, for the creation of a joint-venture active in the distribution sector in the news-stand channel of both publishing and non-publishing products, both its own products and third parties'.

The joint-venture, that represents the interests of RCS MediaGroup (45%), of Istituto Geografico De Agostini (45%) and of Hachette Rusconi (10%), aims at a European prominence in the distribution sector, while it has already reached the leading position in Italy, as far as market share and quality of its services are concerned, with a turnover amounting to over one billion Euro.

Milan, 30<sup>th</sup> June 2003

**RCS MediaGroup**  
Communication Department