



## **RCS MediaGroup: multimedia sports platform in Russia**

*Milan, 10 March 2008* – RCS Quotidiani and Global Media Publishing, which produces various glossy magazines in Russia, have signed a licensing agreement in relation to *Sportweek*, the weekly magazine of *La Gazzetta dello Sport*, for the creation of a multimedia sports platform in Russia.

The agreement concerns the launch of the Russian edition of *Sportweek* in the first half of 2008 and the development of sports website *sportweek.ru*, which will subsequently be supplemented with a series of value-added services for mobile phones.

The publishing formula of the Russian edition of *Sportweek* – particularly geared towards lifestyle sports – will create a suitable advertising platform for large international brands operating in the sport, fashion and lifestyle sectors. It will allow the publication to gain a foothold in one of the most dynamic international markets, with annual average growth in print media advertising estimated at more than 16% between 2005 and 2009 (source: Advertising Expenditure Forecast 2007 - Zenith Optimedia).

This agreement further confirms RCS MediaGroup's international growth strategy, which is intended to consolidate its presence in the main high-growth countries. Through influential local partners, it will be able to bring its own expertise and abilities to the important market of sports news, a sector in which it boasts a position of absolute leadership, with the multimedia platforms of *La Gazzetta dello Sport* and *Marca*.

For further information:

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