



PRESS RELEASE

RCS New Media: created the new division of RCS Periodici specialising in multimedia

Milan, 24 January 2008 –RCS New Media, the new division of RCS Periodici, is headed by Francesco Carione and is tasked with developing in an original and innovative way RCS Periodici products, both on the web and on mobile phones (in coordination with RCS Mobile and in association with Dada, a leading company in the mobile entertainment sector in 40 countries worldwide) as well as through digital TV channels.

The new division will constantly coordinate its work with Digicast. Digicast is the RCS MediaGroup company that publishes four specialist theme TV channels: *Caccia e Pesca* (hunting and fishing), Jimmy, MotoTV and the Y&S Channel (Yacht&Sail), distributed in Italy on the Sky platform.

The principal projects to be developed by the New Media division are the home furnishings portal to be created within the www.corriere.it site; the website for design and interiors magazine *Abitare*; the women's web portal; the next redesign of the men's magazine *Max* site; and last but not least the travel channel in the www.corriere.it site. The travel channel is produced in partnership with RCS Digital (the RCS Quotidiani company that manages the websites www.corriere.it and www.gazzetta.it, Classified, RCS Mobile and RCS Digital Bros).

Other strategic initiatives will be developed on digital TV as well as on the web, and will follow the formula of the recent launch of the multimedia Yacht&Sail system, which has already become a classic in sailing circles with its unique integration of a website, a monthly magazine and a digital TV channel.

Marina Fausti is the new editor of the women's portal, bringing many years of experience to the segment of top-level women's magazines.

Silvia Robertazzi, formerly director of *Case di Abitare*, will be directing the furnishings portal. Katia Nastasi, formerly editor of women's periodicals at RCS Periodici, will be the publisher of the New Media division.

The New Media division will not only avail of content provided by the group's titles, but also specially-created content to take maximum advantage of multimedia integration.

RCS Periodici

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