



## Press Release

### **RCS MediaGroup: development in China of an architectural and interior design publishing centre**

*Milan, April 19, 2007* – RCS MediaGroup and the publishing house Bamboo M. have signed an important partnership agreement for the development, in China, of an architectural and interior design publishing centre.

The company Bamboo M. is part of the China Art & Design Publishing Alliance, an alliance of the leading publishing houses in China for the publication of magazines and books on art and design. Vittorio Sun Qun, CEO of Bamboo M., Chinese by birth but Italian by adoption, with significant publishing experience in the sector, also plays an important consulting role to many Italian companies operating in China.

The agreement provides for the creation, by the autumn of 2007, of a joint venture with headquarters in Peking, the launch of three magazines - among which *Abitare* and *Costruire* - and further developments on the Internet and on trade fairs in China. The partnership also provides for the creation of a centre of excellence to support “Made in Italy” design and furniture companies, which intend to launch their products in China.

“This operation represents an important step in the strategy of the international development of the RCS group and confirmation of the standing accorded to the “system” of “Architecture and Interior Design” of the Company.” – *commented Antonello Perricone, CEO of RCS MediaGroup* – “This partnership opens the way for our Group in one of the most important markets in the coming years.”

“Through this joint venture, we intend to present ourselves as specialist to the Italian Interior design and Architectural sector wishing to explore the Chinese market.” *added Vittorio Sun Qun, CEO of Bamboo M.*

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