



**RCS: New Managing Director for RCS Pubblicità.
Biondi appoints Fabio Vaccarone**

*Biondi: "He is the person to complete our team and to reach
the results expected from RCS Plan"*

Milan, 29th June 2005 – As of mid July, Fabio Vaccarone will be the new Managing Director of RCS Pubblicità and will refer directly to the Chief Executive Officer Flavio Biondi.

Fabio Vaccarone is currently Chief Executive Officer at Starcom Mediavest.

"His professionalism, open-mindedness and international training – commented Flavio Biondi, CEO of RCS Pubblicità – are evident strong points for Fabio Vaccarone. We think we have completed our managers' team with him: they will all be able to maintain RCS leadership, thus definitely contributing to meeting the objectives that RCS Pubblicità has defined for the period 2005-07.

"The year has begun well – says Biondi – and Vaccarone's presence will further improve the results we are pursuing with determination".

Fabio Vaccarone is 34 years old and has a university degree in Company Economics; he started his professional career in big international advertising agencies (Saatchi, D'Arcy), where he worked in the strategic planning for different important brands. Then he enriched his experience working in the British and American market too.

After completing an MBA at SDA Bocconi in Milan, he joined Bain & Company in 2000, then passed to Starcom Mediavest as Managing Director for Italy. In this role he redefined Starcom's strategy, organization and services.

In 2004 he was appointed Chief Executive Officer of Starcom: this allowed him to complete the company's *turn-around* with several important acquisitions of both national and international clients.

MariaGrazia Cangelli
RCS MediaGroup
Company External Relations Direction
Media Relations - RCS Periodici - RCS Pubblicità
Tel. + 39 02 2584 4499 cell.+ 39 335 7078047
e-mail mariagrazia.cangelli@rcs.it