



Press Release

RCS MediaGroup transfers its own interest in BRV and Max Verlag to Hubert Burda Media

RCS MediaGroup informs that it has reached a preliminary agreement today for the transfer to Hubert Burda Media of its own interest in Burda Rizzoli Verlagsbeteiligungen (50%) and in Max Verlag (100%), for a total amount of Euro 28 million and a positive net impact on the profit and loss account for a total of Euro 25 million.

The operation, subject to the approval by the competent antitrust authorities, is part of the process already under way for the implementation of the guidelines given in RCS Three-year Plan 2005-2007 that has recently been presented.

The Milchstrasse group in Hamburg, the publisher of Amica in Germany, directly refers to Burda Rizzoli Verlagsbeteiligungen.

Max Verlag GmbH publishes the magazine Max in Germany.

The publication of both magazines in Germany shall continue in accordance with new licence contracts.

Milan, 23rd December 2004

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