



Press Release

RCS MediaGroup sells a 2.5% interest in Pirelli & C.

RCS MediaGroup informs that on July 8th 2004 the company will transfer some Pirelli & C. shares for an amount of 2.5% of the same company ordinary capital totalling nr 84,060,667 ordinary shares and nr 63,045,500 warrants 2003-2006; the interest shall be purchased pro quota by the remaining companies composing the Voting and Consultation Trust of the same company, bar Sinpar. The unit price, equal to the average of the Stock Exchange quotations during the last three months, shall amount to Euro 0.825 per share and to Euro 0.090 per warrant.

RCS MediaGroup will remain in the Voting and Consultation Trust with an interest amounting to 1.87% on the total ordinary shares issued and to 3% on the total circulating warrants.

The Pirelli & C. shares were registered at an average book value of Euro 0.76 each, while the warrants had been allocated for free following the subscription of the Pirelli capital increase that had taken place in July 2003.

Milan, July 7th 2004