



Press Release

RCS MediaGroup: Pietro Varvello is the new Chief Executive Officer of RCS Broadcast Colao: “A very successful and experienced manager has chosen RCS”

Milan, 4th May 2005 - RCS MediaGroup announces the appointment of Pietro Varvello to Chief Executive Officer of RCS Broadcast, the company in the Group to which RIN - Radio Italia Network, the national Syndication CNR and the journalistic agency AGR refer.

Up to his appointment in RCS Pietro Varvello – who will directly refer to the Group Chief Executive Officer Vittorio Colao – has been the Chief Executive Officer of Elemedia, the company in the Espresso Group dedicated to radio activities.

“I am personally very satisfied by the new arrival in the Group – commented Vittorio Colao, the Chief Executive Officer of RCS Group – this witnesses how solid and ambitious relaunch and growth plans and a historical company like RCS can attract the best resources on the market. Pietro Varvello’s experience in the Radio and the Broadcasting areas in general will give new blood to RCS development, thus fully valorising the people who have developed the business up to now and proposing the required strategic choices to strengthen our role in the Broadcasting sector.”

Since 1997 **Pietro Varvello** (born in Vigevano on 18th July 1955) has been the Chief Executive Officer of Elemedia, a company in the Espresso Group that controls the three national radio licences Radio DeeJay, Radio Capital, m2o.

He has a university degree in Business and Social Economics from the Università Bocconi in Milan. After some experience in Berflex Export (1981), Bossard Consultants (1982) and Alivar (1985), he entered Mondadori in 1987 first as Marketing Director of the Books Area (1987-89), later as Chief Executive Officer of Mondadori Video Spa (1989-92).

In the following years he was also appointed Chief Executive Officer of McGraw Hill Libri Italia (1992 – 1993) and Opera Multimedia (Olivetti Group, 1993 – 1997).

He is married and father of two children.

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