



## Press Release

Milan, 16 June 2011 - At its meeting today, the Executive Committee of RCS MediaGroup, under the chairmanship of Piergaetano Marchetti, examined and approved the proposal to be presented to the meeting of the Board of Directors on 23 June (following the first and second call of the Extraordinary Shareholders' Meeting, scheduled for 20 and 21 June respectively, which has been convened to resolve on the broadening of the company object of RCS MediaGroup), in relation to the programme to streamline and simplify the Group's structure. It is intended that the project will cover the following Italian companies, which are wholly owned, directly or indirectly, by the Parent Company: RCS Quotidiani – with RCS Digital and Trovocasa – RCS Periodici – with Editrice Abitare Segesta, Pubblibaby, RCS Direct, Rizzoli Publishing Italia and Sfera Editore – and RCS Pubblicità. In line with customary practice, the merger plan includes the option for the merger to take place at different times and involving only some of the companies. As previously announced, this programme will see RCS MediaGroup directly carry out the activities relating to publishing, information, advertising and entertainment, and any activities associated or connected therewith, which were previously only carried out indirectly, generating benefits in terms of the optimisation of cash flows and the associated costs. These measures are necessary in light of the climate of extreme uncertainty that exists in Italy and, above all, Spain, where the market has already seen a significant slowdown in advertising revenue, particularly in the television sector.

With regard to the magazines *Astra*, *Costruire*, *Costruire Impianti*, *Il Mondo*, *Max*, *Novella 2000*, *Ok - La Salute Prima Di Tutto* and *Visto*, the Executive Committee has examined the declarations of interest from the market in relation to their acquisition, and deemed these to be inadequate. The Committee authorised the Chief Executive Officer to conduct the further enquiries necessary to identify the most suitable measures for restructuring the magazines and improving their profitability, or for selling them.

For further information:

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