



PRESS RELEASE

**RCS MediaGroup and L'Espresso Publishing Group
together for high-performance online advertising**

*RCS MediaGroup and L'Espresso Publishing Group
founders and promoters of Premium Publisher Network*

RCS MediaGroup and L'Espresso Publishing Group have come together to create the Premium Publisher Network Consortium, offering the advertising market high-performance positioning on the websites of their editorial brands.

With the creation of this network, RCS and L'Espresso offer a new communications opportunity that stands alongside the traditional display advertising offered by their ad sales agencies.

The two founding publishing groups are making membership of the Consortium open to other publishers owning market-established brands that can offer qualified audiences. Membership is available immediately.

The new network will allow advertisers to use high-performance text link advertising formats, contextualised to the content and target users, ensuring visibility to a quality audience with premium advertising value.

This is the first initiative of its type in Europe.

Members of the Consortium will make their online advertising audience available, so contributing to the creation of a single, aggregate audience in the form of a network, which advertising investors can access through a specific, high-performance product.

Right from the start, advertisers will be guaranteed a dedicated online inventory which, taking just the two founder members of the Consortium, offers potential cover of over 40% of the online audience in Italy (Audiweb Netview, November 2008) and the prestigious target represented by internet users who visit the websites of Italian publishing titles every day.

The Consortium will operate through a specialist sales structure and will be operational by mid-2009.

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RCS Quotidiani Press Office

Francesca Marzotto

francesca.marzotto@rcs.it

telephone +39 02 25844111 – mobile +39 335 5997198

Romeo Tramontano

romeo.tramontano@guest.rcs.it

telephone +39 02 25847331 – mobile +39 3401804900

L'Espresso Publishing Group, External Relations

Stefano Mignanego

s.mignanego@gruppoespresso.it

telephone +39 06 8478434 - mobile +39 348 3208281