



## **RCS: Stock options assigned to some employees recently engaged by the Group within the resolved Plan**

*Milan, 14 July 2006* – The Board of Directors of RCS MediaGroup that met today under the chairmanship of Piergaetano Marchetti approved to assign six employees holding key positions within the company, a total of 744,662 newly issued stock options for the same amount of ordinary shares (equal to circa 0.1 % of the current ordinary share). The exercise price of the ordinary shares assigned is equal to the mathematical average of the official price of the RCS MediaGroup's ordinary shares in the period that runs between June 14th and July 14th, 2006 included. The assignments were resolved as a complement of the implementation of the Stock Option Plan in force - granted in the course of the Shareholders' Meeting held on 29 April 2005 and that has already been realized through the assignment of a total of 13,599,416 options decided on November 11, 2005 – with reference to the new employees of the Company engaged from November 11, 2005.

Regarding to the Plan which highlights were previously announced last November 11th, the beneficiaries will be able to exercise their options, precisely those assigned today, from the end of the "Vesting Period", expected for June 15th 2009, to predetermined periods through June 15th 2013, and will be subject on the achievement of certain cumulative levels of performance for the three year period 2005-2007 or "Earnings per Share" indicated in the Strategic Plan approved by the Board of Directors.

For further information:

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