



## Press Release

### RCS MediaGroup Board of Directors:

- **First forecasts for 2007**
- **Options to increase shareholding in Dada**

*Milan, December 15, 2006* – The Board of Directors of RCS MediaGroup, meeting today under the chairmanship of Mr. Piergaetano Marchetti, reviewed the expected market conditions and Group forecasts for the year 2007, which, on the basis of available information, indicate a slight positive performance with an increase in EBITDA compared to 2006, which shows a slight increase compared to that recorded in 2005 (Euro 262.9 million), but which will not reach the EBITDA of Euro 325 million for 2007 contained in the 2005-2007 Three-Year Plan, principally due to the greater investments to sustain the new projects of *Corriere della Sera* and RCS Broadcast.

The Board of Directors also approved the signing of agreements with a primary financial institution, which provides RCS MediaGroup with a “call” option and the counterparty with a corresponding “put” option, of 160.000 Dada S.p.A. ordinary shares, equal to 1% of the share capital, to be exercised by November 30, 2008. The exercise price was determined on the basis of today’s trading price of Euro 16,55. RCS MediaGroup’s current shareholding in Dada is approx. 44.23%.

The Board of Directors co-opted Mr. Claudio De Conto, as Director of the Company replacing Mr. Carlo Buora who resigned (Press Release of November 13, 2006) and positively evaluated Virginio Rognoni, co-opted on November 13, 2006, as an Independent Director in accordance with the criteria contained in the Self-Governance Code of Listed Companies as adopted by the Company.

#### **For further information:**

#### **RCS MediaGroup**

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