



Press release

**RCS becomes stronger in *on line*: *Corriere.it* presents a new *MediaCenter*
In October at 18.00 all the A Series goals on *Gazzetta.it***

**RCS acquires Internet rights for Italian A Series football goals
MediaCenter Online Television and vast multimedia offering on *Corriere.it***

Milan, September 23, 2005 – Presenting *MediaCenter*, part of RCS MediaGroup's strategy to develop the multimedia sector. All of the digital content (audio, video, images) produced by *Corriere della Sera on line* will be found on *Corriere.it*, the Group's information portal, inside the new *MediaCenter*. Here you will find news broadcasts, special reports and comments related to daily topics, along with information and unusual news items. In addition, as of October, every Sunday you will be able to see the goals and best field plays of Italy's A Series football matches thanks to an agreement with MP Web (Media Partners Group) that RCS signed recently.

RCS Digital, the division that coordinates the RCS Group's digital activities, purchased the rights for the transmission via web of Italy's A Series football matches for the 2005/2006 and 2006/2007 seasons. The agreement for the current season includes the home matches of Juventus, Milan, Inter, Roma, Fiorentina, Sampdoria, Palermo, Parma, Cagliari, Livorno, Lecce, Messina, Reggina, Siena, Empoli, Ascoli, Chievo and Treviso. The agreement will be on line by this October on *Gazzetta dello Sport's* website and all you have to do to access the highlights is sign up for a special offer.

Corriere.it's MediaCenter is at the heart of the information portal's new multimedia offer. Here you can access all the content; audio, video, and images, using the most advanced technologies. There will also be two editions of an online news broadcast and weather report. These are the major novelties that the *MediaCenter* would like to share with *Corriere.it's* 3.8 million monthly visitors (Data: Audioweb, July 2005), along with the indepth reports that will be prepared by the different editorial sections (Italy, World, Culture, Science, Sport, Entertainment and Travel).



With the online news broadcast (Online Tg), Corriere della Sera is transforming its information into video for the first time. Everyday, in the two editions at 11.30 and 16.30, *Corriere.it's* editorial staff will present the day's most important news along with the comments of the different journalists that work on Corriere della Sera.

The MediaCenter is destined to become a forum where some of Corriere della Sera's most prestigious writers will meet to discuss different topics on a daily and weekly basis.

“This operation - stressed Aldo Bisio, General Manager of RCS Magazines – allows RCS to position itself in Internet's most dynamic and advanced segment with a more complete offer for Internet users and more dynamic, interactive solutions for advertisers that include webspots and “brandings” completely integrated with the product.

The birth of MediaCenter and the acquisition of the web football rights further enrich RCS's online presence, in line with both the business development strategies, that have already been helped by the continuous, significant growth of the online readership of RCS's sites (particularly Corriere.it and Gazzetta.it) and the evolution of the Italian connectivity market”.

RCS MediaGroup

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