

“PRICE SENSITIVE” PRESS RELEASE IN COMPLIANCE WITH THE FINANCE ACT AND CONSOB REGULATIONS

The Espresso Group: Manzoni sells advertising for “Radio Italia solomusicaitaliana”

Starting January 1st, 2010, Manzoni, the Espresso Group subsidiary that sells advertising, will act as sole concessionaire of the advertising collection of Radio Italia solomusicaitaliana.

Radio Italia, one of the five Italian most appreciated national commercial radio stations, was funded in 1982 in Milan and is characterized by an all-Italian music programming.

Over the years the key role played by this broadcaster in corroborating the Italian musical product has conquered an unquestioned leadership now recognized throughout the whole market.

Radio Italia joining the three radio broadcasters of the Espresso Group (Radio DeeJay, Radio Capital and m2o), on whose behalf Manzoni sells advertising, enables Manzoni to reach the top position in the principal target audience as regards number of listeners. Weekly coverage reaches in fact 44% of the entire population, with peaks of 56% and 51% as far as the 18-44 and 25-54 aged targets are concerned. The women’s audience increases by 50%, namely from 28% to 42% of the total female population.

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Rome, November 18, 2009