

PRESS RELEASE

“Price sensitive” press release in compliance with the Finance Act and Consob Regulations

GRUPPO EDITORIALE L'ESPRESSO S.P.A.

MANZONI TO BE ADVERTISING COMPANY FOR *IL SECOLO XIX*

Manzoni, Gruppo Espresso's advertising company, is to have exclusive nationwide management of advertising sales for *Il Secolo XIX* from 1 April 2011.

Il Secolo XIX, Liguria's historic daily newspaper which was first published in 1886, sells about 90,000 copies in Italy, with a daily readership of about 600,000.

This agreement makes Manzoni the advertising company with the largest client portfolio in Liguria.

Including *Il Secolo XIX*, Manzoni will be managing a total of 32 dailies, with over 1.4 million copies delivered each day (40% of all daily newspapers in Italy) and about 9 million daily readers (about 46% of the total readership of newspapers in Italy).

Rome - December 22, 2010

CONTACTS:

DIREZIONE CENTRALE

RELAZIONI ESTERNE

Stefano Mignanego

Tel.: +39 06 84787434

e-mail: dir-relaz-esterne@gruppoespresso.it

www.gruppoespresso.it