



CAIROCOMMUNICATION

Press Release

La7 and La7d TV advertising revenue increases in 1Q14

Milan, 26 March 2014: Cairo Communication hereby informs that at 24 March 2014:

- revenue from advertising aired and to be aired on La7 and La7d in 1Q14, amounting to Euro 40.3 million, increases by approximately 5.8% versus the result in 1Q13 (Euro 38.1 million); specifically, revenue from advertising aired and to be aired on the two channels in March 2014, amounting to Euro 15.2 million, increases by approximately 13.4% versus the result in March 2013 (Euro 13.4 million);
- revenue from advertising aired and to be aired on La7d alone in 1Q14, increases by approximately 28% versus the result in 1Q13.

Cairo Communication is one of the leading groups in the weekly magazine, TV publishing and advertising sales segments, recognized as one of the first to have developed a multimedia sales approach, beginning with magazine and expanding later into free, digital and pay TV and the Internet.

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This press release is also available on the Company's website www.cairocommunication.it
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