



**CAIRO**COMMUNICATION

**Press Release**

**Milan, 8 July 2013** - As part of the strategy to enhance La7's programming schedule ahead of the next TV season, Urbano Cairo, publisher of La7, is pleased to announce the agreement reached with Salvo Sottile, the highly successful TV host, on an evening prime-time show. Sottile, who joins the already impressive roster of La7 personalities, said: "I'm thrilled to join La7's team of news stars. Urbano Cairo has won me over with his energy, enthusiasm and with an ambitious project that allows me to accept a new challenge in the early evening."

*Cairo Communication Group is a leading Italian weekly magazine publishing and advertising sales Group, recognised as one of the first to have developed a multimedia sales approach, beginning with print media and expanding later into free, digital and pay TV and the Internet.*

**For further information:**

Mario Cargnelutti +39 02 74813240  
m.cargnelutti@cairocommunication.it  
Investor Relations

The press release is also available on the company's website [www.cairocommunication.it](http://www.cairocommunication.it)  
in *COMUNICAZIONI E DOCUMENTI / COMUNICATI STAMPA*