



CAIROCOMMUNICATION

Press Release

Milan, 9 July 2013 - Urbano Cairo, publisher of La7, is delighted to announce that a further step has been made to enhance next season's TV programming schedule. The next to join La7's line-up after Salvo Sottile is Gianluigi Paragone, journalist and host of successful shows. He, too, will be given a prime-time evening programme that adds further quality to La7's already impressive schedule. On his new challenge, Paragone said: "I thank publisher Urbano Cairo for having chosen me as the voice of a journalism that is both alternative and "rock". Having the opportunity of chronicling the reality of our times in my own way, with absolute freedom, is the greatest guarantee that a reporter can receive from a publisher. Especially in this day and age".

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.

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The press release is also available on the company's website www.cairocommunication.it
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