



## PRESS RELEASE

*Milan, 6 March 2013*

Telecom Italia Media and Cairo Communication, in accordance with the information disclosed on March 4, signed today the agreement for the sale of 100% La7 S.r.l., excluding the 51% interest in MTV Italia S.r.l., to Cairo Communication S.p.A..

The closing of the transaction will be subject to the receipt of the necessary authorisations pursuant to applicable laws and regulations.

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