



CAIROCOMMUNICATION

Press release

CAIRO EDITORE ANNOUNCES ARRIVAL OF MARISA DEIMICHEI

Milan, 20 October 2011: Cairo Editore, a Cairo Communication subsidiary, has chosen Marisa Deimichei to head a new upcoming weekly. This follows the new editorial project that Cairo Editore has recently entrusted to Riccardo Signoretti.

Marisa Deimichei has been editor-in-chief of “Tu Style” since 2008, achieving remarkable results in terms of circulation and image. She was formerly also deputy editor-in-chief of “Anna” and editor-in-chief of “Vanity Fair”, “Pratica”, “Sale e Pepe”, “Cucina Moderna” and “Starbene”.

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