



CAIRO COMMUNICATION

Press Release

From May 2002 Bloomberg Television's advertising collection goes to Cairo TV, part of the Cairo Communication Group

Milan, May 10, 2002 – From May 1st, 2002, **Cairo TV**'s portfolio has been enriched by the three-year advertising collection licence (01/05/2002-30/04/2004) for **Bloomberg Television** in Italy, published by Bloomberg L.P., founded in 1981 by Michael Bloomberg, current mayor of New York, which provides financial information services to more than 100 countries in the world.

The Italian Bloomberg Television channel, broadcast on the digital platform D+, is leader in financial information and offers 24-hour-programms with information about the market trend, as well as analysis instruments to help investors, both professionals and private ones, in their investments.

Timely information and a special multiscreen format, which enables to trasmit at the same time news and advertising, represent the strengths of Bloomberg Television and make it an important working instrument for the whole financial sector, as well as for the single savers and high-profile advertising targets.

Cairo Communication Group is a leading publishing and advertising collection company which was among the first companies to develop a multimedia sales approach starting from the periodical press and approaching to pay and digital TV, Internet and advertising in stadiums.

**For further information:
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