



CAIROCOMMUNICATION

Press Release

Buy back plan periodical report.

Milan, 4 August 2008 - As an updating of the performance of the buy back plan, authorized by the Shareholders' Meeting as of 28 January 2008 and started by the Board of Directors on 19 March 2008, Cairo Communication notices that in the period starting from 28 July 2008 and until 1 August 2008 it has been purchased 9,500 ordinary shares of Cairo Communication S.p.A. (corresponding to 0.012 % of the share capital), at an average unit price of 2.3893 Euros and for a total amount of 22,698.25 Euros.

As of 1 August 2008, Cairo Communication owns 731,405 own shares, corresponding to 0.934 % of the share capital.

Cairo Communication Group is a leading Italian weekly magazine publisher 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 TV and the Internet.

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