



Joint Press Release

EXECUTED TODAY THE AGREEMENT OF 7TH MARCH 2005 TO ACQUIRE 10% OF DMAIL GROUP

Milan, 7 March 2005: Today it was executed the agreement signed the 7th March 2005 between Cairo Communication and Smeraldo S.r.l. and Messrs Gianluigi Viganò, Angelo Baiguini and Giancarlo Ferrario to acquire shares representing 10% of Dmail Group share capital by transferring on the so called blocks market 765,000 shares in the company for 5,823,562 euros.

Cairo Communication Group is a leading Italian 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 pay TV, the Internet and commercial TV, and has recently entered the directory sector.

Dmail Group SpA, listed on the TechStar Sector of the Italian Stock Exchange (Reuters DMA.MI – Bloomberg DMA IM), is active in the media commerce and local publishing sectors. Dmail Group has developed an exclusive model, that is both effective and integrated, for the management of direct and tele-sales, including all the activities of buying, logistics, distribution, marketing and multi-channel multi-product sales, with paper catalogues, internet sites, shops and call centres which are either owned or managed by third parties.

The publishing activity is managed by Dmedia Group which controls Netweek, the first circuit of local weeklies in Lombardy. Comprising 15 newspapers, Netweek has a circulation of 190 thousand copies and 650 thousand readers every week. .

Cairo Communication

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