



CAIROCOMMUNICATION

Press release

CAIRO EDITORE: “TV MIA” SALES 560,000 COPIES

Milano, 12 February 2008. The first three issues of “TV MIA”, the Cairo Editore’s new weekly TV guidance edited by Sandro Mayer, on sale since 21st January, recorded average sales of 530,000 copies (about 560.000 copies the third issue), a very satisfying performance, above our expectations and with a growing sales trend confirming the good appreciation of the magazine.

Such results, together with the very good advertising sales results, allow to forecast total “TV MIA” revenues at Group level of about Euro 9 million and a positive contribution margin in the first year after launch.

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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