



Joint press release

RCS Periodici and Cairo Communication have decided by mutual consent not to renew the contract for the concession relevant to the advertising collection for the magazines "Anna", "Oggi", "Salve", "Novella 2000" and "Visto", that shall expire on December 31st 2002.

At the end of such a collaboration that allowed to reach considerable results, the two Groups recognized the need to pursue different strategies: RCS will aim at strengthening the portfolio of RCS Pubblicità and Cairo will develop other activities.

Such collaboration also allowed RCS to benefit from an excellent support while launching the magazine "Io Donna" and while developing the advertising collection of the weekly magazine "Oggi", and Cairo Communication represented the starting point for the realization of a multimedia publishing group listed on the New Market and currently endowed with considerable liquid assets gathered during the employment phase.

Milan, 15th October 2002