



**CAIROCOMMUNICATION**

**Press Release**

**SPLIT OF ORDINARY SHARES**

**Milan 21 February 2008:** In execution of the decision taken by the Extraordinary General Meeting of 28 January 2008, deposited with the Companies Register of Milan and registered on 14 February 2008, the process of splitting 7,834,340 ordinary shares in Cairo Communication SpA will begin, from 25 February 2008, in the following proportion:

Ten (10) new ordinary shares in Cairo Communication SpA (code ISIN IT0004329733)  
for each  
One (1) current ordinary share in Cairo Communication SpA (code ISIN IT0001457222)

The assignation of the new Cairo Communication shares will be carried out through intermediaries linked to the centralised management system of Monte Titoli SpA, in keeping with current regulations. There will be no cost to shareholders.

As a result of this operation, the share capital of €4,073,856.80 will be divided in 78,343,400 shares, without a nominal value.

*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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