



CAIROCOMMUNICATION

Press Release

Cairo Communication: advertising concession for Dahlia channels

Milan, January 26, 2010 - Cairo Pubblicità - part of the Cairo Communication Group - and Dahlia TV have signed an exclusive advertising concession contract for 2010 on the five Dahlia digital pay channels and the www.dahliatv.it website. The contract, which sets no guaranteed minimum consideration for the publisher, will be automatically renewed for two more years upon achievement of established revenue targets.

The contract marks the start of a partnership with a young and dynamic publishing group that boasts theme pay channels featuring innovative and spectacular content on the digital terrestrial platform, a growing market in terms of both penetration and share.

Cairo Communication Group is a leading Italian weekly magazine publishing and advertising sales group, recognized 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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