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PRESS RELEASE

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**EVALUATION BEGINS FOR THE POSSIBLE INTEGRATION AND DEVELOPMENT OF THE GROUP'S PAY-TV ACTIVITIES**

The boards of directors of Mediaset and Mediaset España have authorised the evaluation of a project for the integration and development of the Group's pay-TV activities in a single stand-alone company.

The operation foresees the contribution to a newco of 100% of the activities of Mediaset Premium and the 22% stake – along with all the related options and rights – held by the Spanish operator Digital Plus.

The evaluation will examine international development potential, possible synergies, the expansion of over-the-top services, as well as the eventual involvement of industrial and/or financial partners in the newco.

The result of the evaluation will be examined by the boards of both Mediaset and Mediaset España during upcoming scheduled meetings.

Cologno Monzese-Madrid, 18 December 2013

GABINETE DE PRENSA

**MEDIASET***españa.*

