

Press Release

**24 ORE GROUP: GIANNI VALLARDI NEW
GENERAL MANAGER OF DAILY AREA**

Milan, 8 October 2010 - Gianni Vallardi strengthens the team led by Donatella Treu, CEO of 24 ORE Group, adding the new role of General Manager of the Daily Area.

A degree in political science and a Master in Business Administration at the Bocconi University of Milan, Vallardi, 59, boasts extensive and longstanding experience in the publishing industry. He was, among other positions, CEO of RCS Periodici, of RCS Libri and of RCS Quotidiani. Prior to joining the 24 ORE Group, for 4 years he was General Manager of Italian Periodicals at the Mondadori Group.

Vallardi will coordinate the whole daily area and, thanks to his experience, will strengthen the Group's presence in its core markets and develop important editorial projects that will kick off in the upcoming months.

“I have strongly backed his appointment” – says Donatella Treu – “because I’m confident that his contribution will be an added value for the Group and will further strengthen our team in view of the challenges lying ahead”.

For further information:

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