

PRESS RELEASE

Agreement to speed up development of mobile terrestrial digital in Italy

**MEDIASET AND VODAFONE ITALIA JOIN FORCES
IN MOBILE DIGITAL TV**

**FIRST MOBILE BROADCASTS IN EUROPE TO BE LAUNCHED
BY END OF 2006**

Milan, April 19, 2006 – Mediaset and Vodafone Italia have signed an agreement designed to accelerate and boost the technology and commercial rollout of mobile terrestrial digital TV using DVB-H (Digital Video Broadcast - Handheld) technology in Italy, the first country in Europe to do so.

Under today's agreement, Vodafone Italia is to use Mediaset's multiplex DVB-H capacity for a period of five years, with an option on a further five years. Vodafone Italia will contribute to the launch by making its technology and broadcast infrastructure available in order to complete the network, thereby enabling the rollout of the new service during 2006.

Thanks to the agreement, it will also be possible for Vodafone Italia customers to view digital-quality mobile TV content on specially enabled handsets, using DVB-H technology.

The new mobile digital platform offered by Mediaset is open to all operators in the system: the agreement between Mediaset and Vodafone is not, therefore, exclusive and will also promote development of new services and the adoption of new standards by handset manufacturers.