

PRESS RELEASE

**SERIE A TV RIGHTS:
MEDIASET REITERATES THAT IT HAS ALWAYS
OPERATED IN FULL COMPLIANCE WITH REGULATIONS**

With regard to press reports concerning ongoing investigations into the allocation of TV rights for the Serie A 2015-2018 football championship, Mediaset reiterates that the company and its management have always acted in full compliance with the regulations.

The process for the allocation of rights was carried out in accordance with the details outlined in the so-called Melandri Law and was organised under the control of the various authorities for the sector, after having first approved the guidelines and the bids, and subsequently having examined and approved the results of the findings.

As is well known, the Melendri Law is specifically inspired by the need to ensure that rights do not end up in the hands of a single operator and to guarantee competition through a range of offers, obviously balanced, that benefit consumers.

Finally, given the hypothesis of charges relating to collusion between Mediaset and Infront, we would underline again that relations between the two companies have always been conducted in a competitive and transparent manner, in line with their respective.

The company will take all necessary measures to protect its name against any further press claims concerning Mediaset's involvement in the issues under investigation.

Cologno Monzese, 13 October 2015