

PRESS RELEASE

EI TOWERS-RAI WAY DEVELOPMENT PROJECT: THE POSITION OF THE BOARD OF MEDIASET

The board of directors of Mediaset has examined and approved the conditions of the operation announced today by EI Towers to create a national aggregation of the television broadcast infrastructure.

Mediaset will therefore vote in favour of the proposal for a capital increase to be put to an extraordinary meeting of the shareholders of EI Towers due to be held on 27 March 2015.

Cologno Monzese, 24 February 2015

Department of Communications & Corporate Image

Tel. +39 0225149251

Fax +39 0225149271

e-mail: direzionecomunicazione@mediaset.it

www.mediaset.it/corporate/

Investor Relations Department

Tel. +39 0225147008

Fax +39 0225148535

e-mail: investor.relations@mediaset.it

<http://www.mediaset.it/investor>