



ABBONAMENTI.IT: THE MONDADORI APP FOR THE iPad AND ANDROID

The new devices offer new ways of using Mondadori's practical multi-publisher subscription management service

Segrate, 28 June 2011 – Abbonamenti.it, the Mondadori internet platform for the management of subscriptions for all of the group's magazines and other leading Italian titles is now available as an app for the iPad and Android.

From today, users of Abbonamenti.it can download the free app for the new mobile devices and download their favourite magazines, browsing through and reading each issue ahead of the newsstand publication and taking advantage of multimedia features such as video and photo galleries.

It is therefore a practical and effective way of having on you tablet device, at any time and anywhere, the best news, fashion, technology and business titles.

TV Sorrisi e Canzoni, Chi, Casaviva, Donna Moderna, Tu Style, Panorama, Grazia, Economy will be the first Mondadori titles to be available with the new app, but the list of magazines is growing continuously and is expected to cover the Group's entire portfolio and third-party publishers.

The reading experience is highly intuitive and easy. Once you have accessed the reserved area, it is easy to navigate rapidly between the digital titles you have subscribed to and through the covers of the issues of the individual titles (the most recent and all the back issues).

In order to read the articles more closely, the following features are available:

- ∞ **intelligent zoom** on the article being read,
- ∞ **preview** of all the pages in the magazine,
- ∞ **interactive contents page** for all the articles,
- ∞ **text search** for topics,
- ∞ **bookmark** the possibility of bookmarking to keep track of the most relevant sections or pages.

With the next release of the application, users will be able to buy and manage the portfolio of subscriptions directly on their tablet device.