

PRESS RELEASE**MONDADORI CREATES AN AREA FOR DIGITAL INNOVATION
TO BE HEADED BY FEDERICO RAMPOLLA**

Segrate, 9 April 2013 - From today, and reporting directly to the chief executive, Ernesto Mauri, the Mondadori Group will have an area for Digital Innovation, headed by Federico Rampolla, who will have the role of strategic adviser.

Rampolla, 47, has extensive experience and has worked with Matrix, FullSix, GroupM/Wpp and Accenture Interactive, as well as being the chairman of lab (Interactive advertising bureau) Italia. At Mondadori he will work on expanding the company's presence in digital markets, structuring innovation processes and identifying new opportunities for business development.

The new Area will work alongside the digital activities linked to the magazine, book and retail businesses, which are integrated in their corresponding divisions within the company, confirming that the digital strategy involves both the development of new initiatives and the transformation of the Group's existing strategic products and assets.

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