

Press Release

**MONDADORI PUBBLICITÀ TO CONCENTRATE ON THE GROUP'S MAGAZINES
AND STOP SELLING SPACE FOR THE TITLES FOR PERIODICI SAN PAOLO**

Segrate, 5 December 2013 - Mondadori Pubblicità has announced that on 31 December 2013 it will stop handling the sales of advertising for the Periodici San Paolo titles: *Famiglia Cristiana*, *Benessere* and *Crede*.

The decision will enable the company to concentrate even more its resources and efforts on the magazines of the Mondadori Group, in line with the more broad-ranging plans for innovation in the company's business model.

"We want to thank Periodici San Paolo for the long and excellent relationship that we have built together over the years," said Paolo Salvaderi, general manager of Mondadori Pubblicità. "We have accompanied the publisher through a period of growth that has led to the success of some of the most appreciated titles in the sector with, in particular, very good results in terms of advertising sales for the relaunch of *Famiglia Cristiana* and the recent launch of two new titles."

"Our collaboration with Mondadori Pubblicità has enables us to reach important breakthroughs in really tough times," declared Maurizio D'Adda, general manager of Periodici San Paolo. "We want to thank them for their professionalism and the dedication to work that they have always shown and we respect their decision to focus on the media that they publish themselves."

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