

*Mandatory public notification
(as per CONSOB Regulation N° 11971 of May 14, 1999).*

PRESS RELEASE

**MONDADORI: Advertising revenues grow by 14%
in the first 5 months of 2001**

Segrate, 24 April 2001. After the Annual General Meeting of the Shareholders of Arnoldo Mondadori Editore S.p.A., held today at the companies corporate offices in Segrate, Maurizio Costa, the Group's chief executive, confirmed the positive performance of the publisher's advertising sales. Indeed, up to May 2001, bookings are showing an estimated increase of around 14%.

ARNOLDO MONDADORI EDITORE S.p.A.