



MONDADORI

PRESS RELEASE

MONDADORI FRANCE IS BORN

Emap France, recently acquired by the Mondadori Group, changes its name

Segrate, 21 September 2006 – Arnoldo Mondadori Editore S.p.A. has announced that Emap France, the magazine group recently acquired in France, will change its name: the company will henceforth be known as *Mondadori France*.

Maurizio Costa, deputy chairman and chief executive of the Mondadori Group, commented on the change: "Following Mondadori's entry into the French market, our objective now is to make a concrete contribution to the consolidation and development of the publishing company we have just bought."

"The cooperation between two editorial cultures will make it possible to create a common platform to export our titles to other countries, using the leverage of areas in which France and Italy have a widely recognised world leadership: lifestyle, fashion, design and food."

"I am certain," Costa continued, "that the French group will be able to benefit from our experience and our editorial tradition, in full respect of its cultural identity. Similarly, Mondadori will be able to take advantage of the high level of know-how created in France. All of this will be based on strong cooperation between our management team and that in France, which has operated successfully in recent years and on which we will count in the future to enable us to consolidate and develop the project."

"This very important challenge," the Mondadori chief executive concluded, "in a competitive scenario like that in France, will demand the concentrated efforts of all the company's resources while the use of Mondadori brands will provide further proof, also from a symbolic point of view, of our complete commitment."

Mondadori Press office
Tel. +39 02 75423159 - Fax +39 02 75423637
email: rapportistampa@mondadori.it - www.mondadori.it