



PRESS RELEASE

Fininvest increases Mediaset stake to 50.7%

Fininvest spa has announced, that with the purchase made today on the market of a block of 19,000,000 ordinary shares of Mediaset, its direct and indirect ownership of the share capital of Mediaset has risen to 50,7%.

This operation creates the conditions for the possible exercise of the option foreseen by new legislation concerning fiscal consolidation.

Milano, 19 December 2003