

## PRESS RELEASE

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### **FININVEST COMPLETES THE SALE OF 16.68% OF MEDIASET THROUGH AN ACCELERATED BOOKBUILDING PROCEDURE FOR ITALIAN AND INTERNATIONAL INSTITUTIONAL INVESTORS**

- *Sold 197,000,000 Mediaset shares, equal to 16.68% of the share capital at a price of 10.55 Euro per share*

**Milano, 14th April 2005** – Fininvest announces that it has received information from the “sole bookrunner” JPMorgan that the offering, launched on 13th April 2005, of 197.000.000 shares equal to 16.68% of share capital of Mediaset through an accelerated bookbuilding procedure has been completed. The proceeds from the investors totalled approximately 2,080 million euro.

The sale, which was structured as an accelerated bookbuilding procedure for Italian and International Institutional Investors, was completed with a final allotment price of 10.55 Euro per share. The transaction will be settled through delivery of shares and payment of consideration on April 19, 2005.

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