

PRESS RELEASE

FININVEST: MARINA BERLUSCONI CHAIRMAN

Bruno Ermolli and Salvatore Sciascia join Board

Marina Berlusconi is the new chairman of Fininvest spa. She was nominated by a meeting of the shareholders held today. She will take over the role following the death on September 1 of Aldo Bonomo.

Marina Berlusconi has been deputy chairman of Fininvest since 1996. Since February 2003 she has been chairman of Arnoldo Mondadori Editore. She is also a member of the boards of directors of Mediaset, Mediolanum, Medusa and 21 Investimenti.

Today's shareholders' meeting also resolved to increase from 7 to 8 the number of directors and consequently nominated Bruno Ermolli and Salvatore Sciascia.

Bruno Ermolli is one of Italy's best known entrepreneurs in the management consultancy and business strategy fields, areas in which has been involved for 35 years, working with a number of leading Italian industrial groups and banks. For many years he has served on the boards of many Fininvest Group companies and he is also a member of the boards of other important groups, from Censis to the Milan Polytechnic, as well as being a commissioner of the Cariplo Foundation. Among other positions, he is deputy chairman of La Scala Theatre and chairman of the Milan Chamber of Commerce's special agency for the internationalisation of the business community.

Salvatore Sciascia was responsible for the Fininvest Group's fiscal policy department for some twenty years, from 1982 to 2001: he was previously a member of the board of Fininvest in the 1990.

As a result of the resolutions passed at today's shareholders' meeting, the board of directors of Fininvest is now as follows: Marina Berlusconi (chairman), Pasquale Cannatelli (chief executive), Barbara Berlusconi, Piersilvio Berlusconi, Bruno Ermolli, Ubaldo Livolsi, Roberto Poli, Salvatore Sciascia.