

PRESS RELEASE

FININVEST: PARTNERSHIP WITH FALCIAI FOR PAGINE UTILI The company enters the “Directories Assistance” business

Fininvest has reached a partnership agreement with *Millenium Partecipazioni*, a company wholly-owned by Alessandro Falciai, for the development of the directories business and to take full advantage of new opportunities that the evolution of new technologies is generating in this market.

Under the terms of the agreement – which will be subjected to the Italian competition authority - the Fininvest subsidiary Pagine Italia, the publisher of Pagine Utili, will be contributed to a newco in which Fininvest will have a 45% interest, maintaining a determining role in the definition and pursuit of strategic objectives.

“It is a very important alliance with a successful entrepreneur with valuable technological competences,” declared the chief executive of Fininvest, Pasquale Cannatelli. “This partnership markedly extends growth opportunities in a business in which we can call on significant strengths, from the professionalism of the staff and the sales network to the client database and Group synergies. A business in which our commitment can be seen by the investment programme we have in place, investments that will be mainly focused on new added value services such as Directories Assistance”.

When the partnership is launched, the managing director of Pagine Italia Giuseppe Corrado, having successfully completed the strategic mission for the restructuring of the company and created the basis for a new phase of development, will take up other important roles within Fininvest.

Milan, 19 October 2005

