

**DE AGOSTINI EDITORE REORGANISES ACTIVITIES
INTO THREE AUTONOMOUS BUSINESS AREAS, WHICH WILL
REPORT TO THE HOLDING**

Novara, 24 June 2010 – From 1 July 2010, the activities headed by De Agostini Editore will be reorganised into three distinct and autonomous business areas, whose managers will report directly to the CEO of the holding De Agostini S.p.A., Lorenzo Pellicoli, who will at the same time take on the role of Chief Executive Officer of De Agostini Editore S.p.A..

The shortening of the chain of command was approved by the Board of Directors at its meeting in Novara on 22 June.

This reorganisation is designed to increase business activity focus, speed up decision-making processes and streamline organisational assets; the group's activities will be reorganised into three distinct business areas as follows:

- **De Agostini Partworks**, under the management of Alessandro Belloni
- **De Agostini Cultura**, including the traditional publishing activities of De Agostini in Italy (School Texts, Books, General Reference and Cartography), under the management of Gian Luca Pulvirenti
- **De Agostini Direct Marketing**, including the activities managed through Editions Atlas in Paris and Lausanne, as well as Direct Marketing Italia, under the management of Olivier Izard.

The activities relating to Digital De Agostini, including the De Agostini-branded theme-based channels and the web-TV activities under the helm of Pierfrancesco Gherardi, will report to Pietro Boroli, Chairman of De Agostini Editore S.p.A..

The outgoing Chief Executive Officer of De Agostini Editore, Stefano Di Bella, commented: "This new, more precise and focused structure is best suited to meeting the challenges of tomorrow's market, challenges that are completely different for every sector of activity".

The Chief Executive Officer of Holding company De Agostini, Lorenzo Pellicoli, said: "This reorganisation, devised and promoted by Stefano Di Bella, will give us a more efficient organisational structure, and enable us to provide a quicker and more focused response to the challenges posed by the digital revolution. We would like to thank Stefano Di Bella, who will stay with us on the Board of Directors of De Agostini Editore and as Vice Chairman of certain subsidiaries until the end of his mandate in March 2011, for the significant contribution he has made over the years, and wish him all the best for the future".

For further information:

Elena Dalle Rive De Agostini S.p.A. Press Office
T + 39 02 62499592 Cell. 335 7835912
e-mail: elena.dallerive@deagostini.it

INSTITUTIONAL & MEDIA RELATIONS

De Agostini S.p.A.
via Borgonuovo, 16 20121 Milano
T +39 02 62499592 F +39 02 62499553
e-mail: relazioni.media@deagostini.it
www.deagostinigroup.com