



PRESS RELEASE

**PIRELLI & C. PURCHASED N. 13,690,319 RCS MEDIAGROUP
ORDINARY SHARES, CORRESPONDING TO APPROX. 1.87% OF
THE SHARE CAPITAL**

Milan, 18 October 2005 – Pirelli & C. SpA informs that it purchased from Deutsche Bank AG, London - following the bookbuilding offering launched by the latter today and destined to institutional investors – n. 13,690,319 RCS MediaGroup SpA ordinary shares, corresponding approximately to 1.87% of the company's ordinary share capital, for a total amount of approximately 58.9 million euros. The operation settlement will take place next 21 October 2005.

All these shares, along with those already owned, are vested in RCS MediaGroup SpA Block and Consultative Shareholder Syndicate Pact.

After this operation, Pirelli & C. SpA will have approximately a 4.81% stake in RCS MediaGroup SpA ordinary share capital, with an average carrying value per share of approximately 3.3 euros.

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