



PRESS RELEASE

**RCS MEDIAGROUP S.P.A. CAPITAL INCREASE: PIRELLI STATEMENT IN ACCORDANCE WITH
ARTICLE 114, PARAGRAPH 5 OF THE TUF**

Milan, June 21th 2013 - Following the request from Consob received on June 20th, 2013, in relation to the capital increase operation of RCS Mediagroup S.p.A. ('RCS'), Pirelli & C. S.p.A. announces that, to date, it has not exercised any of its entitled option rights related to that capital increase, but has committed to subscribing to all the option rights relative to 5,757,493 shares (after regrouping) linked to the RCS Mediagroup Consultation and Lock-up Shareholders Agreement which, assuming the capital increase is fully subscribed, corresponds to a stake of about 5.3% of the ordinary capital of RCS.

Pirelli & C. S.p.A. reserves all decisions in regard to the subscription of option rights relative to the 105,694 shares (after regrouping) not conferred to the RCS Shareholder Agreement with the aim of maintaining its stake unchanged. In the event that these rights are exercised, the percentage of ordinary RCS shares held - again assuming that the capital increase is fully subscribed - would rise to 5.4% approximately.

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