

COMMUNICATION OF A RELEVANT FACT

According to the provisions of Section 82 of the Spanish Stock Market Act No. 24/88, of July 28, 1988, “MEDIASET ESPAÑA COMUNICACION, S.A.” reports the following

RELEVANT FACT

The Board of Directors of “GESTEVISION TELECINCO, S.A.”, at a meeting held on 27th July 2011, has approved a stock option plan consisting of a remuneration scheme for Company executive directors and Group managers consisting of the awarding of share options, in accordance with the resolutions adopted at the Annual General Meeting held on 13th April 2011.

- The Board of Directors has awarded a total of 1,346,450 options to Group managers, of which a total of 397,250 options correspond to Group executive directors.
- Each share option entitles the holder to purchase one share in the Company.
- Options may be exercised between 27th July 2014 and 26th July 2016.
- Each option's exercise price is EUR 5.83, representing the average share price of the last thirty natural days (calculated between June 27th and July 26th 2010).

Madrid, 29th July 2011.

Mario Rodríguez Valderas
Secretary General and Secretary of the Board