

“MEDIASET ESPAÑA COMUNICACIÓN S.A.”
(formerly “GESTEVISION TELECINCO, S.A.”)

ORDINARY DIVIDEND PAYMENT

In accordance with the resolution approved by the Shareholder’s meeting of "GESTEVISION TELECINCO, S.A.", held on April 13th 2011, the **ordinary** dividend corresponding to 2010 will be paid as follows:

- Name of the stock: **MEDIASET ESPAÑA COMUNICACION (TL5)**
- Day of payment: **4 May 2011**
- Number of shares: **406,861,426**
- Owned shares: **6,419,259**
- Gross dividend per share: **0.24450974 €**
- Withholding tax per share: **0.04645685 €**
- Net dividend per share: **0.19805289 €**
- Gross dividend: **97,912,009.33 €**
- Net dividend: **79,308,727.56 €**

The payment of this dividend will be executed through **IBERCLEAR** and participating entities.

For this purpose, "GESTEVISION TELECINCO, S.A." has appointed **“BANCO SANTANDER S.A.”** as paying agent.

Madrid, May 3rd 2011

Mario Rodríguez Valderas
Secretary General and Secretary of the Board