

Madrid, 23 July 2014

THE BOARD OF DIRECTORS APPOINTS PAOLO VASILE AS SOLE CEO OF MEDIASET ESPAÑA

- **Paolo Vasile takes on the management of the company's advertising activity, optimising processes and offering advertisers even more efficient ad formulas**

The Board of Directors of Mediaset España has agreed today to appoint Paolo Vasile as sole CEO of Mediaset España. This decision will see Vasile assume the management of advertising in addition to his current duties.

The Managing Directors of Publiespaña, Salvatore Chiriatti (Commercial), Francisco Alum (Marketing and Sales Services Operations), and Giuseppe Silvestroni (Managing Director of Special Initiatives and New Products) will now report to Paolo Vasile.

This enables Mediaset España to integrate the management of content and commercial operations into a single structure in order to optimise processes and offer advertisers increasingly more efficient advertising formulas.

Additionally, the Board of Directors would like to thank Giuseppe Tringali for all his work as he moves on to become non-executive Vice Chairman of Mediaset España. Thanks to his vast commercial experience, the Board has entrusted him the care of the relationships with the company's major clients.

- *Graphical material supplied by e-mail*

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